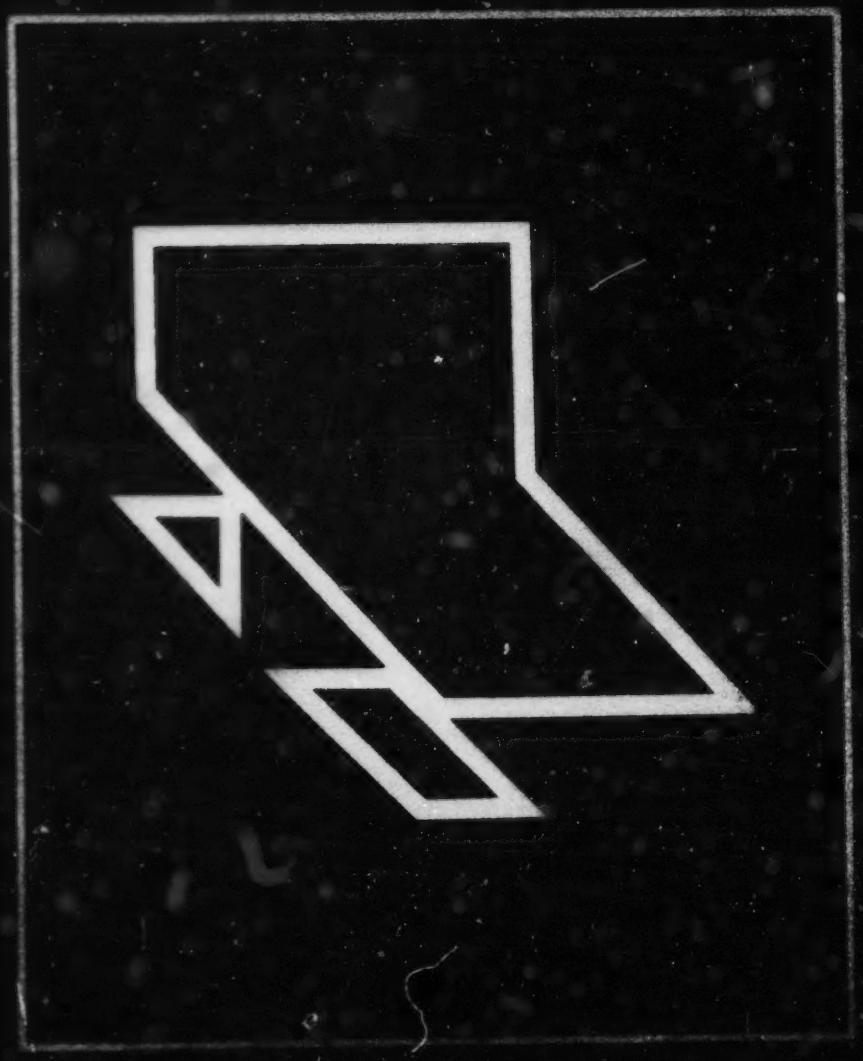
The Thompson - Shuswap Tourism Region



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THOMPSON-SHUSWAP

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The responsibility for the report as written, and all conclusions reached herein, is the Consultants. alone, and does not necessarily reflect the opinions of those who assisted during the course of this investigaton and the Federal and Provincial Governments which funded the study.

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1.0 THOMPSON-SHUSWAP REGIONAL TOURISM PLAN

1.1 Introduction

In recognition of the increasing importance of tourism to the Province of British Columbia, a total of nine regional tourism plans, of which the Thompson-Shuswap Tourism Region is one, have been prepared under the terms of the Canada-British Columbia Travel Industry Development Subsidiary Agreement (TIDSA). The purpose of this document is to examine and assess tourism opportunities in the Thompson-Shuswap area. In the preparation of this document, it is recognized that much of the plan will be implemented by separate agencies and individuals and through specific project plans. Tourism planning is a continuous dynamic process that must respond to markets, the financial community, environmental implications, and the needs of the travelling public. The Thompson-Shuswap Tourism Development Plan is part of that process and has been prepared in accordance with the British Comumbia Tourism Development Strategy.[1)]

1.2 Regional Setting

The Thompson-Shuswap Tourism Region, an area of approximately 69,000 square kilometres in size,[2)] is located in the south and east central part of the British Columbia mainland. The area is defined by the British Columbia-Alberta border (Banff National Park) on the east; the southern boundary of the Columbia-Shuswap and Thompson-Nicola Resource Management Region; and on the west, the eastern crestline of the Fraser River valley. The area is essentially similar to the combination of the two regional districts, Thompson-Nicola and Columbia-Shuswap, with small variations in the west of the Thompson-Nicola Regional District. The boundaries of the Tourism Region were determined as a result of the preparation of a British Columbia Tourism Strategy[3)] in 1979.

The Lower Mainland and Calgary, Alberta, provide major markets to the Thompson-Shuswap Tourism Region with many non-residents, particularly Calgarians, owning cottages around Shuswap Lake and other popular lakes. The recreational property owner is an important component of the Region's tourism.

The Thompson-Shuswap Tourism Region encompasses two basic landforms, the broad, gently rolling plateaux in the central and western portions, and the rugged mountain ranges to the north and east. The terrain is disected by the North and South Thompson River systems, in addition to containing numerous other rivers and lakes. Within the Region, an excellent travel network is provided by the Trans-Canada Highway which traverses the length of the Region, several provincial highways, and many secondary and backcountry roads; the important arteries are situated in the major north-south and east-west valleys. Access to the Region is also excellent as the Trans-Canada connects to both Calgary and Vancouver, the Yellowhead 16 from Edmonton is linked by Highway 5 to Kamloops and several other highways lead into the Region from the south. The Trans-Canada is the major auto and bus route into the Province through the Rocky Mountains. The Coquihalla Highway, which is now under construction, will shorten travel times from Vancouver to Kamloops. There is also an important airport at Kamloops with connections to Vancouver, Calgary, and Edmonton, and two national railroads with similar connections. These rail lines are noted for their tunnels and special snow sheds.

The major economic activities in the Region are; manufacturing including industrial, mineral, and wood processing; forestry; agriculture; government and retail services; mining; and tourism. Tourism is very important in Kamloops and Salmon Arm, and plays a major role in Revelstoke and in small communities such as Cache Creek, Merritt, Sicamous and Golden.

In reviewing the Regional setting, the influence of adjacent areas on the Region's tourism potential can be assessed. The eastern

border is the Rocky Mountain system so that the Banff and Jasper National Parks and the famed Icefields Parkway form a very high profile eastern entry to the Region. The international gateway, Calgary, is only 265 kilometres from Golden. To the north, the use of Yellowhead 16 Highway from Edmonton by northwestern travellers is growing, while Mount Robson in the provincial park of the same name is a well known British Columbia landmark. The Cariboo Mountains, the Interlake area and the famous and scenic Fraser Canyon route to Vancouver defines the western limit of the Region, with Vancouver being 338 km from Cache Creek. Several valley/ mountain systems occur to the south and travel in the Okanagan-Similkameen Tourism Region is frequently combined with travel in the Thompson-Shuswap Tourism Region. The Windermere Valley area tends to deflect some travel from the Region.

The Region itself is remarkable for having three national parks: Yoho, Glacier and Revelstoke; a series of mountain systems; Cascades, Cariboo, Columbia, (Monashees, Purcells and Selkirk) and the Rockies; the large Thompson and Columbia River systems, the latter with the Mica and Revelstoke hydro projects and connection to the extensive Arrow Lakes system to the south; numerous lakes including the large Shuswap Lake; and the important but moderately developed Provincial Park, Wells Gray.

1.3 Current Tourism Development

Tourism had an early role in the Region with the construction of the C.P.R. but is was not until the opening of the Rogers Pass and the designation of the Trans-Canada Highway that tourism development really began in earnest. Beautiful scenery and good recreational opportunities abound with the result that the completion of the Coquihalla Highway is expected to generate further tourist business. At present the Region is regarded as part of a travel corridor and many tourists, who are primarily in automobiles, drive through without staying long. Participants at the forums in the Region[4)] indicated that the Region does not have enough facilities

for tourists and one opinion was expressed to the effect that promotion of the area exceeds the plant.

Kamloops is the major commerce/service centre for the Region, as well as being an industrial centre. It is also the primary overnight stop for many buses travelling between Vancouver and Alberta. However, there are few attractions or little evening entertainment to encourage tourists to stay longer, and in the summer there is a shortage of rooms for bus tour passengers. To the south of Kamloops on Highway 5 is the town of Merritt and the Nicola Valley. Merritt is an industrial town and is the only place with accommodation facilities in the area. It is expected that Merritt's population will swell with mining development and the completion of the Coquihalla Highway (linking Hope to Merritt). But existing tourism development is moderate and attractions few; some guest ranching is being developed near Ashcroft. On the other hand, some seasonal resort development is being carried out, especially at Lac Le Jeune. Tourist spending, unfortunately, has declined, this being attributed in part to current difficult access to the area.

West of Kamloops in the Thompson Valley is Cache Creek, whose economy is based on tourism. The town acts as a highway service centre for auto, truck and bus travel and accommodation overflows from Kamloops. East on the Trans-Canada, Highway 97, is Chase, which is known for the Adam's River salmon spawning run in October. During the summer Chase's population can expand from 1,900 to 30,000 people,[5)] mostly recreational property users.

Further east is Salmon Arm in the Shuswap Lakes area. This is a major recreation centre, especially for Albertans. It is the largest community in the Shuswap area and is a major service/business centre. In the summer, the town relies quite heavily on tourism with Salmon Arm having a local airport and convention facilities. Sicamous, on the shore of Shuswap Lake and close to the Monashee Mountains, is locally known as the "houseboat capital of the world", because of the popular houseboating on Shuswap Lake. The munici-

pality's population swells by five times in the summer, and it is a popular retirement community. Further east is Revelstoke which is at the junction of Highway 23 and the Trans-Canada. Revelstoke is close to Mount Revelstoke National Park and is set in the Monashee Mountains. The new Revelstoke dam will create a lake which could provide recreation and tourism possibilities. Many forum participants felt that Revelstoke could become a key tourist resort, both in summer and winter. There was also the feeling that tourism could provide revenue to balance the lost Hydro revenue when the dam is completed in 1984-1985.

In the lake areas, cottaging and recreational condominium development is growing, fired by the wealth of Albertans and the recreational capability of the area. Camping holidays are also very popular. The Region also has some heli-skiing at Revelstoke, Mica and Blue River, a sport attractive to the international market. Downhill and cross-country skiing is also available.

1.4 Study Approach

Development of the Regional Tourism Plan for the Thompson-Shuswap Tourism Region was undertaken by a multi-disciplinary team in accordance with the provincial and regional approach presented in the report, British Columbia Tourism Development Strategy. The work has been carried out under the TIDSA program (October 1978) with the guidance of an Inter-Governmental Management Committee.

The Regional Plan recognizes the need for joint resource planning to enhance tourism development and has been prepared in the context of planning done by other provincial and federal agencies, particularly Parks and Outdoor Recreation, Fish and Wildlife, Tourism, Heritage Conservation, Forest Service, Transportation and Highways, Environment, Municipal Affairs, Fisheries and Oceans, and Parks Canada.

In addition, regional and local governments, travel industry groups and special purpose organizations such as heritage societies, environmental groups or chambers of commerce were invited to present their ideas on the future of tourism within the Region. This process added further insight into opportunities and the social capability of the area to sustain more tourism activities.

In essence, most of the background inventory and analysis elements have been fully considered and the plan development component covers all key concerns, although the text is not as elaborate as other Regional Tourism Plans.

In terms of methodology, the study relies primarily on secondary data and information provided by relevant agencies and individuals at the local, provincial and federal levels, and data developed through special studies carried out under TIDSA. These data sources have been augmented by field visits and maps as well as interviews and contacts with private and public agencies involved in tourism. No original user surveys or biophysical data collection were carried out for this study, although the most recent visitor data[6] and results[7] of local consultation were also considered.

An inventory and analysis was undertaken of the natural, physical, human and historic resources of the area to determine existing and potential opportunities for development. Visitor profiles were developed for the major tourism sectors and related to the supply of existing facilities, attractions, events and infrastructure. The natural, physical, human and historic resources were identified and evaluated on a landscape basis to determine the location of outstanding tourism resources. Tourism markets were examined to determine trends in tourism and recreation and the shortfall or over-supply of local and regional opportunities in specific destination areas and along major transportation corridors.

The final two chapters in the report outline the proposed conceptual plan for the Thompson-Shuswap Tourism Region, its relationship to

the Provincial Strategy, and the development plan with specific proposals identified to meet market requirements and resource opportunities. In the development of the Regional Plan, a hierarchy was prepared to guide both the planning and evaluation of proposals on an area, corridor and nodal basis. It should be noted that the study concentrates on the general travelling public; convention trade has not been assessed.

FOOTNOTES:

1. Province of British Columbia Tourism Development Strategy, October, 1979. This plan was prepared by Marshall Macklin Monaghan Limited, Stevenson & Kellogg and L.J. D'Amore and Associates.

2. Based on the addition of the Columbia-Shuswap Regional District and the Thompson-Nicola Regional District minus part of Electoral Areas E and I of the Thomspon-Nicola Regional District. Source: Statistics Relating to the Regional and Municipal Governments in British Columbia, June 1979, Ministry of Municipal Affairs.

3. Marshall Macklin Monaghan Limited et al. Op.Cit.

4. Two tourism forums were held, one at Kamloops and one in Salmon Arm, attended by respresentatives of 37 organizations. In addition, 22 written submissions were also received.

5. Submission by Village of Chase.

6. Visitor Survey 1979, B.C. Research.

7. Forums at Kamloops and Salmon Arm. Op.Cit.

2.0 THOMPSON-SHUSWAP REGION TOURISM RESOURCES

2.1 Approach to Tourism Resource Assessment

This chapter is concerned with describing and evaluating the natural, physical, human and historical resources of the Thompson-Shuswap Tourism Region. For the purposes of a Regional Tourism Plan it is important to identify the present levels of use and the potential attractiveness (quality) of the available resources so that decisions can be made regarding their future use in light of their carrying capacity (social as well as biophysical), the market opportunities and the objectives of the Province of British Columbia.

This chapter has been organized in a systematic manner to present a comprehensive overview of the natural conditions within the region while highlighting the major existing and potential tourism/recreational resources and features. After introducing the methodology utilized in the resource analysis, the chapter then continues with a description and evaluation of the significant resources and the tourism infrastructure and concludes with a summary and assessment of the existing and potential tourism opportunities within the Region.

In order to systematically inventory and assess the tourism and recreational resources, four categories of resources were established, namely: natural, physical, human and historical. The resources within each of these categories were described and then assessed on a landscape/planning unit basis. For the purposes of this Plan, natural resources are defined as those parts of the landscape existing as a result of natural processes and include topographic-geologic features, climate, vegetation and fish and wildlife resources. Physical resources, on the other hand, are those constructed by man to provide the tourist with the necessary amenities (infrastructure) such as lodging, transportation services, recreational facilities. The lifestyles, crafts, popular events, sports and customs of the people of the Region make up the human resources.

Historical resources are those structures, artifacts, activities or events that took place in the past of historical or archaeological significance. These were the four major categories in the resource base inventory.

The inventory and assessment of the tourism and recreational resources involved four steps:

1. Identification of landscape/planning units within the region based on physiography, landscape character, water features, tourism/recreation capability and visual unity;

2. Inventory and analysis of all major tourism resources (natural, physical, human and historical);

3. Written descriptions or graphic presentation of all resources, features and attractions of value to tourism;

4. Evaluation of natural, physical, human and historical resources on the basis of landscape/planning units as well as individual travel corridors to assess existing levels of tourism use and development and to determine those areas with potential for tourism/recreational development and use.

In order to undertake an assessment and comparison of the various resource categories, the four categories were further divided into several topic areas. For example, the natural resource category was divided into a geographical description of the major landform units, climate, vegetation, etc. and the physical resources category was divided into such areas as recreational lands and facilities, transportation and accommodation. These divisions are discussed under each category and were used in an evaluation matrix developed to enable a summary and comparison of the various resources within each of the landscape/planning units.

2.2 Natural Tourism Resources

2.2.1 Introduction

The natural resources of the Region are the essential elements and the basic planning considerations that define type, location and scale of most tourism developments and activities. In this chapter, various aspects of the natural resource base, which includes physiographic landform, water features, climate, vegetation, fish and wildlife, will be discussed in broad terms. Throughout the discussion the importance of these facets to tourism and recreation development will be highlighted.

2.2.2 Geographic Description of Major Landform Units

For descriptive and analytical purposes, the Region was divided into nine landscape/planning units that reflect landform character, water features, visual unity and tourism activity potential (Drawing No.1). Physiographically, the Region contains part of six major landform units and extends over 380 km from the Rocky Mountains, part of the Eastern System of the Cordillera, through the Interior System, which constitutes the largest part of the Region, to include a small portion of the Cascade Mountains of the Western System. The Interior System physiographic landform units include the Southern Interior Plateau and Highlands (the Thompson Plateau, the Shuswap and Quesnel Highlands), a small portion of the Central Interior Plateau (the Fraser Plateau) and the Columbia Mountains (the Monashee, Selkirk and Purcell Mountains).

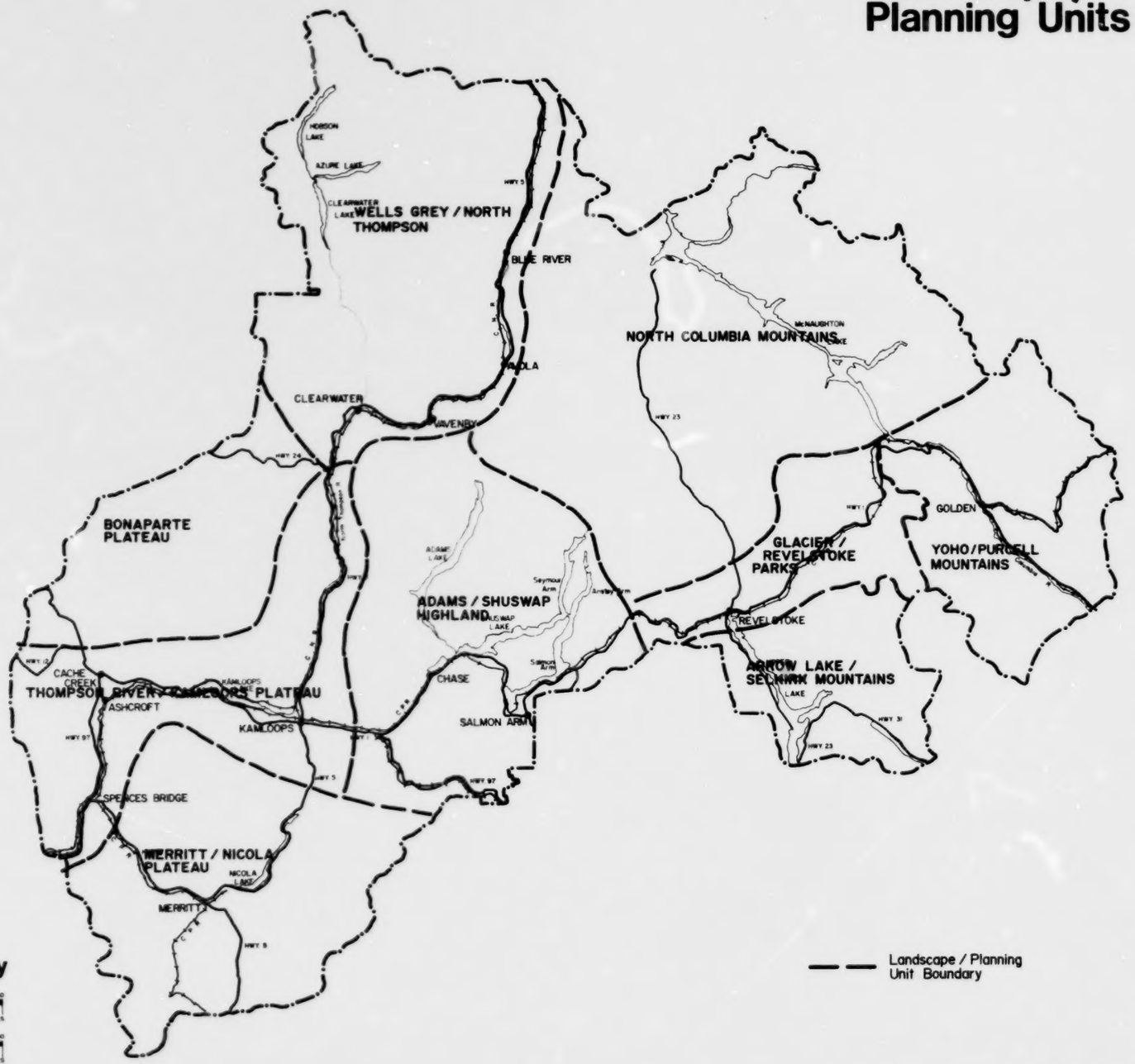
The Bonaparte River Plateau landscape/planning unit, part of the southeastern edge of the Fraser Plateau, is flat and gently rolling plateau country of low relief lying between 1,200 m and 1,372 m. It is an interesting, semi-arid, ranching landscape dotted with low drumlin-like hills and many small lakes and sloughs. It is well suited to guest ranches with the incised river and stream valleys providing visual diversity.

The Thompson River/Kamloops Plateau unit is delineated based on the valley incised by the Thompson River and the adjacent gently rolling upland. The river at Kamloops Lake lies at 340 m elevation and the surrounding plateau varies from 1,200 m to 1,372 m., thus relief is considerable enabling excellent valley vistas. The Thompson River provides excellent white-water and rafting opportunities between Ashcroft and the confluence with the Fraser River at Lytton. The North and South Thompson Rivers provide enjoyable recreational canoe routes of 130 km (Clearwater to Kamloops) and 58 km (Chase to Kamloops) respectively. The valley slopes with the white silt banks, arid land vegetation and wildlife associations, provide a fascinating landscape for extensive recreational activities.

The Merritt/Nicola Plateau landscape/planning unit is also part of the Thompson Plateau. River valley dissection by tributaries of the Thompson River (e.g. the Nicola River) and the Okanagan system provide relief in the unit. The lakes (e.g. Douglas, Nicola, Stump, Pennask and many smaller ones), remnants of stagnating ice lobes, provide opportunities for water-based recreation. The river valleys (e.g. Nicola, Coldwater, Quilchena, Salmon) provide topographic variety as well as wildlife viewing opportunities. Depressions, formed by melting ice, are now occupied by sloughs which provide wetland habitat. The main land use, cattle ranching, provides a pleasant landscape. One of the largest and oldest cattle ranches in British Columbia - the Douglas Lake Ranch, 185,350 hectares (458,000 acres) - occupies part of the eastern section of the unit.

The Adams/Shuswap Highland unit is part of a transitional landform between the Thompson Plateau to the west and the Monashee Mountains to the east. It consists of gentle to moderately sloping upland areas rising from 1,525 m to over 2,134 m that have been dissected into large blocks by the South Thompson, Adams, Eagle, Salmon and Shuswap Rivers and several large creek valleys - Louis, Scotch and Barriere.

Landscape/ Planning Units



Thompson/Shuswap
Regional Tourism Development Strategy

— — Landscape / Planning Unit Boundary

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE

Because of glacial erosion the valleys are deep with steep walls while upland relief is reduced and soft. Therefore, total relief may be fairly great (e.g. 1,592 m between Adams Lake and Samatosum Mountain) even though local relief in the uplands is moderate. Most ridges and summits are rounded and despite the height of some of the terrain - Baldy Mountain 1,186 m; Pukeashun Mountain 2,252 m; Mt. Tod 2,131 m - the peak profiles are not as jagged or as grand as they are to the east. The terrain has allowed ease of development of ski areas such as at Tod Mountain north of Kamloops.

Adams and Shuswap lakes, with many arms, occupy some of the major valleys. These lakes are the focus of tourism activity providing excellent water and shore-based recreation opportunities - cottaging, camping, swimming, boating, canoeing and fishing.

The Wells Gray/Cariboo Mountains unit contains the eastern edge of the Quesnel Highlands but is dominated by the Cariboo Mountains which extend from Hobson and Clearwater Lakes to the North Thompson River. The North Thompson and its tributaries, the Clearwater, Azure and Murtle Rivers, flow at elevations between 610 m and 915 m while many peaks rise over 1,744 m. The great relief, which exposes prominent structural folds and faults, provides some striking mountain scenery. The strongly glaciated valleys which were blocked by glacial debris are now occupied by scenic lakes - Hobson, Murtle, Azure and Clearwater - the last two providing a popular canoe route in Wells Gray Provincial Park. The 72 km section of the North Thompson River from Avola to Clearwater is also a challenging canoe route.

The peaks of the Cariboos are separated by steep-walled, glaciated valleys with typical U-shaped profiles and tributary "hanging" valleys. These valleys are occupied by numerous streams and rivers with many rapids and waterfalls including Helmcken Falls 137 m; Rainfow Falls 67 m and Spahats Creek Falls 61 m. Within a 20 km radius of Clearwater Lake are several volcanic landforms of interest to venturesome tourists exploring this section of Wells Gray Park.

Thus, the Wells Gray/North Thompson unit provides an excellent array of scenic land and waterscapes for backcountry recreation, the fisheries and wildlife resources supporting several wilderness lodges.

The Glacier/Revelstoke Park landscape/planning unit contains two national parks and parts of the Monashee and Selkirk Mountains along a 145 km length of the Trans-Canada Highway and CPR continental mainline. The travel corridor largely follows the Illecillewaet River which provides a route through the Columbia Mountains via the Rogers Pass. There are many scenic peaks over 3,000 m (Mts. Rogers, Moloch, Dawson, etc.) and large snowfields both within and outside the parks. The natural tourism appeal of the unit is related to its impressive scenery, its accessibility and the extensive recreation opportunities available within the National Parks. This unit and the remaining three landscape/planning units have a majestic and rugged alpine character similar to the Wells Gray/Cariboo Mountains unit.

The North Columbia Mountains unit contains mountain ranges of the Monashee and Selkirk Mountains of the Columbia Mountains landform unit and the Park Ranges of the Southern Rocky Mountains separated by the long rift valley - the Rocky Mountain Trench. This segment of the Trench has been drowned to form McNaughton Lake, a 190 km long reservoir formed behind the massive earthfill Mica Dam. The recreational capability of this coldwater reservoir has yet to be developed.

The Arrow Lake/Selkirk Mountains unit contains mountainous terrain with water-based opportunities available on Upper Arrow Lake (another reservoir of the Columbia River) and Trout Lake.

The Yoho Park/Purcell Mountains unit contains the northwestern extremity of the Purcell Mountains and part of the Park Ranges of the Rocky Mountains, separated by the Columbia River valley section of the Rocky Mountain Trench. The unit is traversed by the Trans-Canada Highway/CPR corridor and the Highway 95 corridor.

As with the other units, the alpine and valley scenery is most impressive with numerous peaks in the Rocky Mountains portion over 3,000 m. Extensive water-based activities are carried on in the Columbia River and extensive land-based activities in the mountains, especially in Yoho National Park. The drier parkland/ ranching landscape of the Columbia Valley provides a striking contrast to the lush forest growth on the lower and middle mountain slopes.

2.2.3 General Climatic Characteristics

There are major variations in regional climatic regimes due to altitude and the position of the plateau areas in the rainshadow of the Southern Coast Mountains. The plateau units in the west of the Region are in the Southern Interior Continental zone, a rainshadow zone. This provides a very hot, dry summer and cold, relatively short winters in the Thompson, South Thompson, Nicola, and Salmon River valleys. The Bonaparte River Plateau and the uplands of the Merritt/Nicola Plateau unit have a similar climate although not quite as dry - 30 to 40 cm of precipitation per year as opposed to less than 30 cm. Mean July temperatures for the Thompson River/ Kamloops Plateau unit are 20°C to 22°C and those in the southern portions of the Adams/Shuswap Highlands unit are 18°C to 20°C. January mean temperatures are -5°C to -10°C in both units.

Eastward and northward there are higher elevations and consequently precipitation increases and mean temperatures are lower. North in the Wells Gray/North Thompson and North Columbia units, and east in the Glacier/Revelstoke Parks unit, precipitation increases from 50 cm to 100 cm to 150 cm per year at Blue River, Mica Creek and Revelstoke. At the high elevations in the Cariboo, Monashee, Selkirk, and Rocky Mountains the annual precipitation is 150 cm to 250 cm. July mean temperatures are still quite warm, 18°C to 20°C at Revelstoke and 16°C to 18°C at Blue River; January mean temperatures are about -10°C. Mean temperatures at higher elevations are, however, considerably colder, less than 16°C in July and -10°C to -15°C in January.

The Rocky Mountain Trench portion of the Yoho Park/Purcell Mountains unit has typical rainshadow conditions with warm summers (19°C to 20°C July mean), cold winters (-10°C to -15°C January mean) and reduced precipitation (40 to 75 cm per year).

This climatic regime provides excellent warm weather recreation conditions in the western valley and plateau areas - warm, (often hot), dry and sunny - ideal for water-based activities. Intermediate elevations in the highland and mountain units are cooler and somewhat more humid, but still very well suited to water-based and extensive backcountry activities. The high elevations are cool and, even in summer, receive considerable rainfall. The winters are long and cold, snow accumulations are high, often with deep, dry, powder snow. This provides good opportunities for heli-skiing which occurs in the Monashees and Selkirks near Mica Creek, in the Cariboos near Blue River, and several places in the Selkirks near Revelstoke. Tables 1 and 2 illustrate the important season lengths of representative climatic stations throughout the Region.

2.2.4 Vegetation

Given the broad area of the Region, the wide variations in altitude and climatic regimes, it is not surprising that five of the eight biogeoclimatic zones common to the southern part of the province are present. Vegetation changes occur relatively quickly in areas with great vertical relief and the interesting and varied associations are an integral part of the visitor's visual experience.

The Thompson River/Kamloops Plateau unit, the South Thompson River valley as far east as Sicamous and large areas of the Merritt/ Nicola Plateau unit are covered by the Ponderosa Pine-Bunchgrass Zone (PPBG). The elevation range varies with aspect but generally occurs between 270m to 750 m. The vegetative cover consists of a mosaic of bunchgrass steppe and parkland forests with present day vegetation patterns influenced by fire and grazing.

TABLE 1

SUMMER TOURISM SEASON FOR SELECTED CENTRES

Centre	Summer Begins	High Summer Begins	High Summer Ends	Summer Ends	Season Duration	
					Summer	High Summer
Ashcroft	Apr.11	May 3	Sept.26	Oct.15	188	147
Blue River (North)	May 4	May 18	Sept.13	Sept.28	148	119
Chase	Apr.9	May 3	Oct.1	Oct.8	183	152
Golden	Apr.12	May 5	Sept.18	Oct.10	182	137
Kamloops	Mar.28	May 2	Oct.2	Oct.15	202	154
Merritt	Apr.11	May 18	Sept.16	Oct.21	194	122
Revelstoke	Apr.12	May 6	Sept.25	Oct.2	174	143
Salmon Arm	Apr.11	May 6	Sept.25	Oct.9	182	143
Westwold	Apr.10	May 14	Sept.19	Oct.11	185	129
	(daily average temperature first exceeds 18°C)	(daily average maximum temp. continuously above 18°C)		(daily average max. temp. falls below 18°C for first time)		

Source: Climatic Suitability for Recreation in British Columbia, R.C. Bennett, Resource Analysis Branch, Ministry of the Environment, Victoria, 1977.

TABLE 2

WINTER TOURISM SEASON FOR SELECTED CENTRES

Centre	Winter Begins	Deep Winter Begins	Deep Winter Ends	Winter Ends	Season Duration	
					Winter	Deep Winter
Ashcroft	Nov.2	Nov.25	Feb.23	Mar.24	143	91
Blue River (North)	Oct.27	Nov.11	Mar.15	Apr.4	160	125
Chase	Nov.5	Dec.4	Feb.3	Mar.24	140	62
Golden	Oct.27	Nov.12	Mar.15	Mar.28	253	124
Kamloops	Nov.5	Dec.7	Feb.14	Mar.12	128	70
Merritt	Nov.1	Nov.28	Feb.22	Mar.27	147	87
Revelstoke	Nov.2	Nov.26	Feb.26	Mar.25	144	93
Salmon Arm	Nov.2	Dec.4	Feb.23	Mar.25	144	82
Westwold	Oct.27	Nov.15	Mar.7	Mar.26	151	113
	(daily average temperature first falls below 0°C)	(daily average of mean temp. continuously below 0°C)		(daily average temperature falls below 0°C for last time)		

Source: Climatic Suitability for Recreation in British Columbia, R.C. Bennett, Resource Analysis Branch, Ministry of the Environment, Victoria, 1977.

The wet subzone is occupied by the Ponderosa pine parkland, a discontinuous belt of open forests and open grasslands. Douglas-fir are also present in significant numbers. The groundcover species remain much the same as in the grassland. Alluvial communities along streamsides and floodplains are characterized by black cottonwood and various species of willow.

This zone has undergone considerable change in the natural conditions due to livestock overgrazing, suppression of natural fires and irrigation for forage crops and fruit growing. The semi-arid landscape is quite appealing visually and trail riding and guest ranches are complementary tourism activities.

Due to the arid character of the zone, most recreational use is concentrated on the lakes and rivers of the valleys, e.g. Shuswap Lake, Thompson River. Although a considerable amount of backcountry hiking and trail riding does occur, the main function of the zone is to act as a scenic background to the water-based recreational areas of the lakes and rivers. Backcountry travel is occasionally restricted during periods of high fire hazard.

The second major biogeoclimatic zone in the western part of the Region is the Interior Douglas-Fir (IDF) association, which is found in the rainshadow of the Coast, Cascade and Columbia Mountains. This zone typically occupies the middle position in the vertical sequence of zones common to dry interior valleys - PPBG Zone occurring below and the Engelmann Spruce-Subalpine Fir (ESSF) at high elevations. The IDF zone lies between 300 to 1,350 m in the Merritt/Nicola Plateau, Bonaparte River Plateau, Adams/Shuswap Highlands, the southern part of the Wells Gray/Cariboo Mountains unit and the Columbia valley portion of the Yoho Park/Purcell Mountains unit. Both open and closed forests characterize the zone according to elevation difference, although grazing activity and fire history have tended to determine the composition and pattern of present-day vegetation. Ponderosa pine, a post-fire species, and Douglas-fir, a climax species, form open forests at lower elevations.

In general, it is felt that grassland communities are favoured by fire and shrub communities by intensive livestock grazing with ranching a major land use in the southern interior plateaus and valleys. Trail riding is the activity best suited to the zone and it is frequently used as a transition zone to higher elevations by both trail riders and hikers. As an important ungulate wintering habitat, it is also a good area for wildlife viewing or hunting.

At higher elevations, the Ponderosa pine and Douglas-fir forests become more closed due to increased precipitation, with pine grass as the dominant understorey species. Western larch, western red cedar, white spruce, Engelmann spruce and lodgepole pine are other species frequently found in the zone.

The zone supports a considerable sawmilling industry; because of its visual appeal and accessibility, consideration must be given to tourism values during forest management operations.

The Interior Western Hemlock (IWH) Zone in the central and western landscape/planning units of the region in the Columbia Mountains and Shuswap Highlands physiographic units at elevations between 360 m and 1,260 m, is one of the most visible associations for tourists as it occurs in all the major valleys (North Thompson, Clearwater, Columbia, Adams, Eagle Rivers and Upper Arrow Lake and the eastern arms of Shuswap Lake) many of which are occupied by major travel corridors. This vegetation zone is often referred to as the "interior wet belt" since it experiences the highest precipitation of all the interior Regions. The climate makes it the most productive interior forest zone with western hemlock and lesser amounts of western red cedar dominating the few remaining mature forests.

The most common forest association is a western hemlock - moss community which is also the climax association of the zone. In the southern and drier parts of the zone, Douglas-fir and, to a lesser extent, western white pine frequently dominate after fires. On

sites with permanent seepage waters, western red cedar - western hemlock are common and may occupy large areas. Thus, the undisturbed areas of this zone present impressive views of large trees and extensive forests.

The IWH Zone is one of the high timber volume areas of the interior and along with the IDF Zone the two zones support a considerable sawmilling industry which is well dispersed throughout the small and large towns of the southeastern interior valleys. Visual impacts along the main highway corridors have been generally minimal; however, some conflicts do occur with backcountry recreationists (hikers, trail riders, hunters and fishermen) when a favourite area is cut over. This type of conflict is largely unavoidable since these "favourite" areas would be largely inaccessible if it weren't for the forest access roads.

The interior western hemlock zone includes several critical ungulate wintering areas and fish-spawning and migratory streams. Consultation with the regional fisheries and wildlife biologists is required to ensure that these areas are adequately protected from logging operations.

The ESSF Zone is the most widely distributed in the province. In the western part of the Region, it is the third major vegetation association found above the PPBG Zone at elevations over 1,350 m. The dry continental climate exerts its influence as tree growth is slower and the forests less dense than ESSF associations further to the east.

The ESSF Zone attains its greatest prominence in the landscape/planning units within the Columbia Mountain and Rocky Mountain physiographic units at elevations between 1,260 m and 2,250 m. The Alpine Tundra (AT) Zone is found above and the Interior Western Hemlock (IWH) below.

Engelmann spruce and subalpine fir (also know as alpine fir) are the characteristic climax trees throughout the zone and are able to withstand the relatively severe winters. Lodgepole pine is common over large areas especially after disturbances such as forest fires. There are elevational gradients in forest cover with closed forest stands at the lower elevations and with the tree density changing to parkland clumps at higher elevations. There is some logging carried on at lower elevations but not enough to cause any serious conflicts with tourism/recreational use due to the low forest productivity. This zone is frequented by mountain hikers, trail riders and by hunters after big game species such as mountain sheep, mountain goat, caribou and grizzly bear. The short growing season allows moderate tolerance to extensive recreational uses.

The Alpine Tundra Zone (AT) occurs in the mountains generally over 2,200 to 2,250 m elevation. There are large (relatively) occurrences in the high peaks of the Wells Gray/Cariboo Mountains unit, the Monashee/Selkirk/Rocky Mountain unit, the Glacier/Revelstoke Parks and the Yoho Park/Purcell Mountains units. The zone rarely occurs in broad areas but is usually present as discontinuous belts near the tops of mountains.

Most alpine vegetation species show specific adaptions for typically harsh conditions as a short growing season, abrasion from wind-blown snow particles and the dessicating effects of winds. Thus, distribution of trees is limited to straggling prostrate forms in sheltered areas while other typical vegetation associations include dwarf forms of alpine and Arctic willows, cushion or mat-like forms of growth (moss, campion, mountain avens) and alpine meadows with a short, colourful growing season. Under extreme conditions such as adjacent to the glaciers, only lichens and a few mosses can survive.

The profusion of blooming wildflowers in the brief alpine summer often attracts numerous naturalists/photographers/hikers to this area. However, all plant communities are extremely susceptible to

any kind of distubrance and have a very low recreational carrying capacity. Due to the brevity and harshness of the growing season, recovery rates are very slow, thus, popular and accessible areas of the alpine zone, especially in the three national parks, must be closely managed to prevent over-use.

In the Thompson-Shuswap Tourism Region, as in others, the vegetative cover is an important physical and visual element that appeals to visitors. Consequently forest, range and wildlife habitat management are important factors for tourism/landscape planning.

2.2.5 Sport Fishery Resources

The Thompson-Shuswap Tourism Region is one of the most popular areas in the province for angling. The regional Fish and Wildlife staff estimate that almost 50% of the total resident sport fishing[1)] takes place in this Region.

Sport fish include: lake trout, a coldwater species inhabiting deep lakes of the Thompson (but not the Columbia) system - Adams, Shuswap, Three Valley Lakes; Dolly Varden, found in lakes and rivers of the Thompson and Columbia River systems; brook trout which have been introduced in lakes and streams around Shuswap Lake and Upper Arrow Lake; coastal cutthroat trout, found as far upstream on the Thompson River as Ashcroft while the inland variety, the Yellowstone cutthroat, is found only in the Columbia River system and has been introduced in the Eagle River near Revelstoke.

Rainbow trout (or Kamloops trout) are the most popular sport fish and are found throughout the Region. The sea run variety - the steelhead - ascend as far as Clearwater on the North Thompson and the Adams River on the South Thompson. The inland variety, characteristically a lake fish, occurs in all lakes and rivers of the Thompson and Columbia River systems.

The sockeye salmon ascend the Fraser and Thompson Rivers to Shuswap Lake; the Adams River sockeye spawning run which reaches a peak every four years, is a famous event. Chinook or spring salmon ascend the Fraser, Thompson, and Nicola Rivers to Nicola Lake just northeast of Merritt. (Salmon fishing in freshwater is prohibited year-round). Kokanee, the landlocked variety of sockeye, are found in the larger lakes of the region (e.g., Adams, Nicola, Shuswap).

Lake whitefish were introduced into Shuswap Lake. They are not important in the summer but may become of interest in the winter sport fishery as they have elsewhere in the country.

The federal department of Fisheries and Oceans is implementing a salmonoid enhancement program in coordination with the regional Fish and Wildlife staff in the Thompson River for steelhead and chinook salmon. The provincial branch itself is continuing its stocking and lake rehabilitation programs, but does not have any enhancement programs at the present due to lack of funds.[2)]

The Region has over 50 fishing camps, 31 fishing resorts, and 33 other relevant operations constitute 27% of the total number of commercial fishing operations[3)] in the province. Of these 112 establishments, 43 receive approximately 50% of their annual income from non-resident fishermen and 90 receive more than 80% of their annual income from resident and non-resident fishermen (1978 figures). The income value to the commercial operators was $845,110 from resident fishermen and more than $2 million from non-resident fishermen, the highest in the province.[4)] Obviously sport fishing is a major tourist dollar generator for this Region.

The major fisheries issue in the Region is overuse. The popularity of these fishing lakes has led to a decline in the quality of the sport fishing experience. The proximity to Kamloops and major highways such as the Trans-Canada and Highway 5, easy resource road access (logging, mining, ranching), the sheer numbers of

fishermen, the need for ever increasing amounts of funds for resource management, and the degradation of habitat due to other land/lake uses (especially cottage development), is making it extremely difficult for the Region's fisheries biologists to maintain the resource quality. The once famous fighting Kamloops trout exemplifies the situation. Years ago these trout averaged three to four pounds each, caught in lakes such as Heffley, Knouff, Roche, and Tunkwa (all within one hour's drive from Kamloops); they now average one and one-half pounds each.[5] In summary, in order to retain one of the Region's major tourist attractions (i.e., sport fishing), there is a need to increase restrictive management (e.g., lower catch limits, shorter seasons) and provide a mechanism for joint funding more programs in fisheries management.

2.2.6 Wildlife Resources

The range of landscapes from dry valleys and plateaux to forested highlands and mountains with many water courses and large and small lakes provides a variety of habitats that support the large numbers of species found in the Region. Most of British Columbia's big game animals are present in the Region, although in most cases total numbers and population densities are very low as biological productivity is generally low due to aridity or the short growing season.

Grizzly bear are occasionally found in the Adams/Shuswap Highlands but are more numerous in the mountainous units further to the east and north. Black bear, both the black and brown phases, are found throughout the region. Cougar (which require extensive ranges per individual) are relatively abundant in the plateau and highland units (where mule deer are also numerous) except for the very arid parts of the Thompson River valley. They are occasionally found in the mountainous area east of Shuswap Lake as well. There is a separate population in the Yoho Park/Purcell Mountains unit, part of the population that is found throughout the Southern Rocky Mountain Trench. The adaptable bobcat is found throughout the region, as is lynx, in forested habitats.

Wolf are found thinly scattered throughout the Region except the valley between Kamloops and Salmon Arm. They have been much persecuted in past years especially in the cattle ranching areas. There are centres of abundance around Bonaparte Lake and along the valleys of the North Thompson and Clearwater Rivers and the valleys of the Seymour and Adams Rivers. The opportunistic coyote is found in the prairie and parkland habitats of the plateau and highland units and in the alpine meadows and open forests of the mountainous units.

Of the large ungulates, mule deer are the most numerous and widespread in the Region. They are abundant in the plateau and highland units and in the Rocky Mountain Trench near Golden. They are very thinly scattered at lower and intermediate elevations of the mountainous units. White-tailed deer are rarely found in the Region. Their occurrence in the Rocky Mountain Trench of the Yoho/Purcell Mountains unit and the southern part of the Adams/ Shuswap Highlands is the northernmost extension of more southerly populations.

Moose are found mainly in the forested areas at lower elevations and the valleys of the Bonaparte River Plateau and Wells Gray/North Thompson units, the Adams and Seymour River valleys, and the Columbia River valley north of Revelstoke to the Mica Dam and at the southernmost extension of McNaughton Lake.

Caribou are uncommon in the southern half of the province. They are occasionally found near the treeline of mountainous units with a centre of relative abundance in the Wells Gray/North Thompson and North Columbia units. Mountain goat are also found at the higher elevations of the mountainous units east and north of the Adams/ Shuswap Highlands unit. There are few elk in the Region except in the Rocky Mountain Trench from McNaughton Lake southward. A small population also ranges to the west and northwest of Adams Lake and along the Adams River valley. Small herds of California bighorn sheep are found in the plateau between the Thompson and

Fraser rivers south of Cache Creek and a small population of Rocky Mountain bighorn ranges from Salmon Arm to the west side of Adams Lake.

Numerous smaller mammals exist throughout the Region in forested plateau and mountain areas, e.g., weasels, striped skunk, fisher, marten.

Ten Conservation Reserves have been established in the Region to foster wildlife management (ungulate and waterfowl) objectives and Wells Gray Provincial Park includes the 210,000 hectare Murtle Lake Nature Conservancy.

Hunting in the Thompson-Shuswap Tourism Region is not an important tourist activity compared to other activities such as sport fishing. There are 11 hunting guide outfitters (1978) operating in the Region, not a large number considering its size. Only 5.7% of the provincial total guided non-resident hunters were led by area outfitters. On this basis, the Region received only four per cent of the total non-resident hunters' expenditures ($358,875 in 1979).[6] More resident than non-resident hunting occurred in the Region with approximately 19% of the total provincial resident hunter days.[7] However this figure, as those above, is based on the previous Thompson-Okanagan Resource Management Region which is almost twice as large as the Thompson-Shuswap Tourism Region. Therefore, the Region more likely supports about 10% of the resident hunting (and probably three per cent of the non-resident hunting).

Non-resident hunters spent an average of $1,465 per person but few of them visit the Region; there are more resident hunters whose expenditures are about one-third of the above for an average of $513.50.[8]

Thus hunting generates little income for the Thompson-Shuswap Tourism Region. It appears then that wildlife management for

viewing purposes, rather than hunting, might be a suitable objective in this region to enhance the visitor experience.

2.2.7 Summary of Natural Tourism Resources

The Region provides a broad range of impressive plateaux, highland and mountain scenery with broad valleys, glaciers, steep-walled mountain valleys, numerous large and small rivers, a variety of large and small lakes and an attractive, variable vegetation cover. The climate of warm, dry, sunny summers in the plateaus/valleys and long, snowy winters at higher elevations provides an ideal combination of outdoor recreation seasons. The land base and the water base are well suited to support a broad range of extensive and intensive tourism activities, e.g., fishing, boating, bathing, camping, hiking, mountaineering, trail riding, skiing. Some of the special resources of the Region include limestone caves (at Glacier National Park), the large lakes, the rivers for rafting and canoeing, the sport fishery and the glaciers for heli-skiing. Some of the difficulties to be overcome include the resolution of fisheries management problems resulting from over-use and water quality deterioration and the development of integrated resource management programs recognizing forestry, range, fisheries and wildlife needs.

2.3 Physical Tourism Resources (Infrastructure)

2.3.1 Introduction

Physical tourism resources are those structures and environments constructed by man to provide the tourist with necessary amenities. They are an integral part of a tourism development plan and, to a large extent, influence the character, quality and diversity of the visitors experience. In order to understand the nature, quality and availability of the physical resources, an inventory and analysis was undertaken which identified the existing infrastructure on both a regional and landscape/planning unit basis. Categories included

recreational lands and facilities, accommodation, transportation modes and corridors and tourist service centres.

2.3.2 Recreational Lands and Facilities

The Thompson-Shuswap Tourism Region has an excellent variety of landscapes, ecosystems and water features in close proximity to one another that enables visitors to engage in many types of outdoor recreation activities from swimming and boating in the valley bottoms to sport fishing and hiking in the mountains. Much of the Region is comprised of provincial Crown Land (and some federal Crown Lands) with significant areas designated by various agencies for recreational purposes. These national and provincial parks and recreational lands are very important destination areas or attractions for day-use and extended vacations by British Columbia residents as well as certain segments of non-resident markets. There are vast areas of Crown Land with no designated recreational function that nonetheless have an important recreational role as they are used in an extensive and often unstructured manner for wildlife viewing, guided and non-guided hunting and fishing, hiking, cross-country skiing.

The recreational lands and facilities discussed in this section are major tourism attractions and, in the case of the national and some of the provincial parks, are of a quality that would attract tourists to the Region (such as the heli-skiing and river rafting areas) or that support significant tourism use (such as Shuswap Lake).

2.3.2.1 National and Provincial Parks

The Thompson-Shuswap Tourism Region is well endowed with national and provincial parks having the greatest number of the former and the second greatest number of the latter compared to all other regions in the province.

TABLE 3

THOMPSON-SHUSWAP REGION NATIONAL PARK INVENTORY, 1980

Park	Area (Hectare)	No. of Campsites	Wilderness Camping	Day-use Facilities	Interpretive Programs	Hiking/x-c Ski Trails (km)
Glacier	135,500 (1355 km^2)	385	X	X	X	109 (approx.)
Mount Revelstoke	26,000 (260 km^2)	-	X	X	X	65+
Yoho	131,300 (1,313 km^2)	329 plus overflow area and group tenting area.	X	X	X	262 (approx.)
TOTAL	292,800	714				436

Source: Parks Canada Western Regional Office, Calgary; Spring 1980.

TABLE 4

THOMPSON-SHUSWAP REGION NATIONAL PARK ATTENDANCE

Park	Camper Nights		Trans-Canada Highway Traffic (Visits)	
	1978-79	1979-80	1977-78	1978-79
Glacier	9,644	12,168	1,145,295 (westbound)	1,216,121 (westbound)
Mount Revelstoke	-	-	1,232,973 (eastbound)	1,240,091 (eastbound)
Yoho	23,431	26,418	1,044,001 (eastbound)	1,131,284 (eastbound)
TOTAL	33,075	38,586	3,422,269	3,597,496

Source: Parks Canada Western Regional Office, Calgary; Spring 1980

The three national parks, Glacier, Mount Revelstoke and Yoho, are located along the Trans-Canada Highway in the Region's eastern portion. Together the three parks encompass 292,800 hectares. In addition to Yoho's group tenting and overflow camping areas, Glacier and Yoho contain 714 campsites. (Mount Revelstoke has no formal campground). Wilderness camping opportunities, day-use facilities, and nature interpretation programs are available in all three parks. There are more than 400 km of hiking and cross-country skiing trails, with the largest network of trails found in Yoho. In addition, the Lake O'Hara area in Yoho has long been famous as a mountaineering base.

As with other national parks in Canada, Glacier, Mount Revelstoke and Yoho National Parks are experiencing greater use each year. During 1979/80 in Glacier and Yoho there were 38,586 camper nights, a considerable increase of 16.7% from 33,075 camper nights in 1978/1979. Yoho experienced more than twice as much overnight use as Glacier. The Trans-Canada Highway traffic entering the three parks also increased from 3,422,269 visits in 1977/78 to 3,587,496 visits in 1978/79, a 4.8% increase.[9)]

The Region contains 42 provincial park areas consisting of 30 parks, four recreation areas, and eight reserves (Table 5). The recently established Shuswap Lake Marine Park (Table 6) includes six of the eight reserves. All together they encompass 564,608 ha, 12.4% of the total provincial park land, and range from two hectares to 527,307 hectares. They have 1,292 campsites, 13.3% of the provincial total, and wilderness camping opportunities are found in Bugaboo Alpine Recreation Area,[10)] Hamber and Wells Gray Parks. There are 364 km of hiking and cross-country skiing trails, 16.4% of the provincial total, and 6,692 metres of developed beach, 12.5% of the provincial total.[11)]

The Region's provincial parks experienced a notable increase in day-use from 234,348 party days in 1978 to 280,284 party days in 1979, a 19.6% increase. As a proportion of the total provincial day-

TABLE 5

THOMPSON-SHUSWAP REGION PROVINCIAL PARK INVENTORY

Park	Class	Area (Hectare)	# of Camp-Sites	Wilderness Camping	Day Use	Developed Beach (m)	Boat Launch Ramp	Hiking & x-c ski Trails (km)
Adams Lake	R	25	-	-	-	140	X	-
Blanket Creek	R	250	84	-	-	-	-	-
Blue River	C	121	-	-	-	-	-	-
Bridge Lake	A	6	32	-	X	-	X	-
Bridge Lake Centennial	C	5	-	-	-	-	-	-
Bugaboo Alpine (part of)	R.A.	8,304	-	X	-	-	-	5
Burges & James Gadsen	A	352	-	-	-	-	-	-
Celista	C	2	-	-	X	140	-	-
Cinnemousun Narrows	A	129	28	-	X	620	-	1
Gardom Lake	C	24	-	-	-	100	-	1
Goldpan	A	5	14	-	-	137	-	-
Hamber	A	24,518	4	X	-	-	-	-
Herald	A	66	51	-	X	504	-	2
Kersey Lake	R	13	-	-	-	-	-	-
Lac Le Jeune	A	47	144	-	X	146	X	-
Loon Lake	A	3	14	-	-	-	-	-
Mara Point	C	4	-	-	-	-	-	-
Marble Canyon	A	335	18	-	X	72	-	-
Marl Creek	A	167	-	-	-	-	-	-
Monck	A	87	61	-	X	320	X	-

TABLE 5 CONTINUED

Park	Class	Area (Hectare)	# of Camp-Sites	Wilderness Camping	Day Use	Developed Beach (m)	Boat Launch Ramp	Hiking & x-c ski Trails (km)
Monte Lake	A	8	7	-	X	15	-	-
Niskonlith Lake	R.A.	238	15	-	-	-	-	-
North Thompson R.	A	125	61	-	X	-	-	2
Paul Lake	A	402	129	-	X	461	X	4
Roderick Haig-Brown	R.A.	988	-	-	-	-	-	2
Savona	A	2	-	-	X	183	-	-
Shuswap Lake	A	115	277	-	X	1,007	X	5
Shuswap Lake Marine Park System	estab. 1980	460	38	-	-	1,222	-	5
Sicamous Beach	C	10	-	-	-	-	-	-
Silver Beach	A	62	30	-	-	460	-	1
Spahats Creek	A	306	20	-	X	-	-	1
Sunnybrae Provincial	R.A.	25	-	-	X	410	-	-
Two Mile Creek	R	-	5	-	-	100	-	1
Victor Lake	A	15	-	-	X	-	-	-
Wells Gray	A	527,307	170	X	X	640	X	333
White Lake	C	16	-	-	X	15	-	-
Yard Creek	A	61	90	-	X	-	-	1
TOTAL		564,608	1,292			6,692		364

Source: B.C. Provincial Parks Branch: Parks Data Handbook 1979 and 1980 Government of British Columbia.

TABLE 6

SHUSWAP LAKE MARINE PARK SYSTEM INVENTORY

Park	Class	Area (Hectare)	# of Camp-Sites	Wilderness Camping	Day Use	Developed Beach (m)	Boat Launch Ramp	Hiking & x-c ski Trails (km)
Shuswap Lake Marine Park System:	estab. 1980	460						
Albas	R	97.1	5	-	-	110	-	1
Anstey Arm	R)		5	-	-	112	-	1
Anstey Beach	R)	6.5		-	-	-	-	1
Anstey View	R)		5	-	-	100	-	1
Four Mile Creek	R	72	8	-	-	100	-	1
Marble Point	R	82.6	15	-	-	800	-	1

Source: B.C. Provincial Parks Branch.
Parks Data Handbook 1979 and 1980
Government of British Columbia

use, however, the Region's use declined slightly from 8.7% in 1978 to 8.2% in 1979. The greatest amount of day-use occurred at Paul Lake, Lac Le Jeune, Shuswap Lake, and Goldpan Parks. Overnight use in the Region also increased from 81,601 party nights in 1978 to 92,285 party nights in 1979, a 13.1% increase. As a proportion of the total provincial overnight use campground use changed minimally from 14.2% in 1978 to 14.1% in 1979. The greatest overnight use occurred at Shuswap Lake, Yard Creek, Wells Gray, and Lac Le Jeune Parks. The majority of campers, 68%, were from British Columbia; 24% were from the rest of Canada; and eight per cent were from the United States. Compared to the provincial average, fewer campers were from British Columbia (68% vs. 72%), more were from other provinces, particularly Alberta (24% vs. 20%), and just slightly less were from the United States (eight per cent vs. nine per cent).

The B.C. Forest Service also provides outdoor recreation opportunities of a dispersed nature although they differ from the two park agencies in that they provide informal, rustic facilities. Their purpose is to provide forest recreation sites largely for use by regional residents, although it is recognized that appreciable non-resident use occurs. Presently most recreation sites are concentrated in the Adams/Niskonlith Lakes area, the lake districts south of Kamloops, Merritt, Chase, and Salmon Arm, and the south end of McNaughton Lake/Reservoir.

2.3.2.2 Proposed Park System Expansion

Parks Canada currently has no plans to expand their park system in British Columbia. Future work will most likely entail improvements or additions to existing facilities (e.g. campgrounds, trails, day-use areas).

In contrast, the provincial Parks Branch has numerous proposals to expand the Region's park system. Facilities on Shuswap Lake will be extended, particularly those associated with the recently

established Shuswap Lake Marine Park system. In other parks, existing facilities will be added to and/or improved with special emphasis placed on Roderick Haig-Brown Recreation Area (Adams River) and on increasing the camping opportunities throughout the Region. Investigations will be carried out regarding additions to Hamber and Wells Gray Parks and creating new parks and recreation areas.

The Ministry of Forests, Recreation Divison, is also planning to expand their efforts in the more remote parts of the Region by means of a five-year program which begins with an inventory of suitable and available sites, and the collection and analysis of demand data. This information will provide the basis for strategic planning for the provision of additional camping/picnicking units and summer/winter use trails.

2.3.2.3 Camping Opportunities

Camping opportunities are offered by Parks Canada, the Parks Branch, the Forest Service, and many private enterprises. Parks Canada maintains 714 campsites in Glacier and Yoho National Parks and group tenting and overflow camping areas in the latter. Of the Region's 42 provincial parks, 21 contain 1,292 campsites, and the Forest Service manages approximately 520 campsites found in 95 recreation areas. The provincial park and Forest Service sites are generally low density with basic facilities including a tent/trailer pad, fire box, table, pit toilets, and piped water nearby. However, some of the national park campgrounds offer more developed facilities such as flush toilets, sani-stations and partial or full hook-ups for recreational vehicles and trailers.

The Region's approximately 100 commercial campgrounds contain over 4,000 sites in high density developments. A full range of facilities is provided including electrical, water and sewage hook-ups, and the larger establishments often have showers, laundry facilities, and general stores.

2.3.2.4 Special Active Tourism/Recreation Activities

The rugged landforms and the variety of land and water interfaces provide opportunities for a considerable variety of active pursuits of interest to tourists. Some of the activities include boating, river rafting, sport fishing, alpine and helicopter skiing.

Shuswap Lake has long been attractive to both residents and visitors for recreational boating. Situated in a long valley, surrounded by mountains, the lake is ideal for boating vacations because of the long cruising distances (two 65 km long reaches), the scenic shoreline to be explored (approximately 1,500 km), and because the lake can easily accommodate large boats (e.g. 16 to 30 feet). Tourists can charter houseboats on a weekly, weekend, and daily basis or take one-day boat tours, providing a number of ways to view the lake. Several private marinas offer facilities for boat owners in addition to the public boat launches managed by the Parks Branch.

The primary objective of the recently established Shuswap Lake Marine Park system is to provide a complete system of water access sites for both day visitors and campers.[12] It will include both road access to the shore for boat launching and boat-only access to various parts of the lake. The new marine parks will significantly increase the recreational boating opportunities for visitors and residents as the present Park's facilities are very popular and heavily used, especially Shuswap Lake Park. In summary, Shuswap Lake's inherent beauty and suitability for boating combined with the existing marina facilities, boat charters, and especially the Parks Branch plan for a marine access system, will greatly enhance the Region's role as a destination area for extended boating vacations.

Raft tours on the Thompson River are quickly gaining popularity with tourists and residents. According to one study, the "Thompson offers the largest number of rapids and the most whitewater within

the commercially run rivers of the province".[13] In 1980 there were seven British Columbia operations offering one to three-day trips between Kamloops Lake and the confluence of the Thompson and Fraser Rivers, and catering primarily to residents from the B.C. Lower Mainland and and the United States.

Sport fishing in the Thompson-Shuswap Tourism Region is world famous. Thousands of small and large lakes hold Kamloops and lake trout, Dolly Varden, and Kokanee, while certain lakes are known for their trophy fishing. Day-use camping and boat launching facilities are provided for fishermen by numerous private fishing camps and lodges, and by the Parks Branch and Forest Service. In 1978, over $2,845,000 was earned by commercially operated fishing camp/lodges and the region is the most popular destination for the provinces resident fishermen. However, the increased fishing pressures and habitat degradation due to other land/lake uses has led to a noticeable decline in the quality of the sport fishing in the most popular lakes (e.g. Paul, Knouff, Tunkwa, Lac Le Jeune).

Six firms offer helicopter skiing on the high peaks and glaciers of the Cariboo, Monashee, the northern Selkirk and Purcell Mountains.[14] Operating from Blue River, Mica Creek, Revelstoke, and Golden, the certified guides provide their international clientele with superb deep powder skiing during week-long visits. The one-day and weekend packages, which are becoming more readily available, are most popular with regional residents.

Alpine skiing opportunities are also available in the Region although the market appeal has been limited to regional residents. There are three alpine ski establishments that would be classed as local ski areas and one, Tod Mountain, that would be ranked as regionally significant. Tod Mountain presently has a high proportion of slopes developed for the advanced skier; however there is excellent potential for expansion of the variety of ski terrain. Major facility expansion is underway and a development plan is currently being

prepared that would capture the natural capabilities of site and that could eventually transform the area into a four-season destination resort. There are also several small lodges in the vicinity of Kamloops and Chase that cater to the cross-country ski markets.

Of further interest in the Region are the several guest ranch/riding resorts in the Thompson River/Kamloops Plateau and Merritt/Nicola Plateau landscape/planning units, of which the Rafter S.R. Ranch near Ashcroft is perhaps the best known, already attracting an international clientele. The surrounding human and natural landscapes are eminently suited to this type of operation.

The Region is one of the province's more popular areas for canoeing with opportunities for one-day to two-week trips of varying difficulty (See Appendix 2 for River Grading System). While most of the routes identified below are considered recreational, the lakes in Wells Gray Park offer wilderness canoeing.[15)]

Wells Gray Park	-	Clearwater and Azure Lakes (four days to one week)
	-	Murtle Lake (three days to two weeks)
	-	Mahood Lake (one to three days)
North Thompson River	-	Avola to Clearwater (two days)
	-	Clearwater to Kamloops (two to three days)
South Thompson River	-	Chase to Kamloops one to two days)
Kamloops Lake	-	(one day)
Thompson River	-	Savona to Ashcroft/Spences Bridge/ Lytton (three to five days).

The Region's numerous lakes are also used for canoeing but on a more casual basis, usually associated with other activities (e.g. fishing, picnicking, swimming) rather than as the focal point of a visit.

The Albert Canyon Hot Springs west of Revelstoke are currently the only commercially developed hot spring resource in the Region. They have long had some development following their discovery at the time of the construction of the C.P.R. Most use is now of a day-use character on a summer season basis although there are medium term plans for significant improvements which could entail year-round operation.

2.3.3 Accommodation

Organized data on accommodation is mainly derived from two sources: the annual accommodation directories prepared by the province through the Tourism Ministry and from statistics kept by the Parks and Outdoor Recreation Division. The accommodation directory, while invaluable, only records "tourist quality" facilities and moderately underestimates supply since not all tourist facilities are recorded in the directories.

2.3.3.1 Supply of Tourist Accommodation

Tables 7 and 8 show the amount of tourist accommodation available by type and area within the Region for 1979.[16] A similar analysis for 1971 indicates that the number of tourist accommodation establishments has decreased by almost 10% between 1971 and 1979. A nine per cent reduction in the number of roofed accommodation establishments accounted for this decrease as the number of campground establishments increased by four per cent. The highest percentage decrease in number of establishments occurred in the Merritt/Nicola Plateau (21%) and Bonaparte Plateau (20.7%) landscape/planning units. The greatest actual decrease in establishments occurred in the Adams/Shuswap Highlands units (from 94 to 79). The only increase in number of establishments occurred in the Thompson River/Kamloops Plateau planning unit (from 100 to 102).

TABLE 7

TOURIST ACCOMMODATION BY TYPE: THOMPSON-SHUSWAP TOURISM REGION, 1971-1979

Type	ESTABLISHMENTS Number	%	% Change 1971-1979	UNITS Number	%	% Change 1971-1979	Average Units Per Establishment
Hotel	23	8.0	- 14.8	1,086	10.6	- 1.2	47
Motel	112	39.2	1.8	2,525	24.6	25.7	23
Cottage	9	3.1	- 60.9	75	0.7	- 49.0	8
Resort	23	8.0	- 14.8	291	2.8	- 33.9	13
Lodge	3	1.0	- 40.0	17	0.2	- 77.0	6
H/F Camp	55	19.2	- 1.8	415	4.0	- 0.7	8
Sub-Total	225	78.7	- 9.3	4,409	43.0	5.3	20
Commercial Campground	99	34.6	- 2.9	3,893	38.0	- 2.2	39
Public Campground	24	8.4	50.0	1,898	18.5	88.5	79
Sub-Total	123	43.0	4.2	5,791	56.5	16.1	47
Miscellaneous*	4	1.4	- 69.2	57	0.6	- 89.0	14
TOTAL	286	-	- 9.8	10,257	100.0	5.8	36

* Miscellaneous includes other forms of accommodation plus unclassified facilities.

Note: The establishment column does not add up to the total as some establishments offer more than one type of accommodation and are thus double counted.

Source: Tourist Accommodation, British Columbia, Ministry of Tourism, 1979.

TABLE 8

ACCOMMODATION BY AREA: THOMPSON-SHUSWAP TOURISM REGION, 1979

	ESTABLISHMENTS			UNITS								
				Hotel, Motel Resort, Lodge		Cottages F&H/Camps		Campsites		Total		
	No.	%	% Change 1971-1979	No.	%	No.	%	No.	%	No.	%	% Change 1971-1979
Merritt/Nicola Plateau	15	75.2	-21.0	173	4.4	59	12.0	366	6.3	598	5.8	5.8
Thompson River/ Kamloops Plateau	102	35.7	2.0	1,281	46.5	177	36.1	1,267	21.9	3,265	31.8	21.5
Bonaparte Plateau	23	8.0	-20.7	31	0.8	134	27.3	400	6.9	565	5.5	10.5
Adams/Shuswap Highlands	79	27.6	-16.0	637	16.3	112	22.9	2,176	37.6	2,982	29.1	- 2.8
Glacier/Revelstoke Parks	23	8.0	-15.0	582	14.9	-	-	643	11.1	1,225	11.9	- 0.9
Arrow Lake/ Selkirk Mountains												
Wells Gray/North Thompson	21	7.3	- 4.5	277	7.1	8	1.6	376	6.5	661	6.4	16.6
North Columbia Mountains												
TOTAL	286	100%	- 9.8	3,919	100%	490	100%	5,791	100%	10,258	100%	5.8

Note: There are 57 Miscellaneous Accommodation Units included in the Adams/Shuswap Highlands Landscape/Planning Unit

Source: Tourist Accommodation, British Columbia, Ministry of Tourism, 1979.

The total number of tourist accommodation units increased by almost six per cent between 1971 and 1979. Campsite/trailer sites increased by 16% while roofed accommodation units increased by only 5.3%. The highest percentage increase in accommodation units occurred in the Arrow Lake/Selkirk Mountains unit, although the greatest actual increase in number of units occurred in the Thompson River/ Kamloops Plateau planning unit (from 2,688 to 3,265 units). There were decreases in a number of units in four areas, the most significant being a 10.5% decrease in the Bonaparte Plateau unit. The average number of units per establishment offering roofed accommodation increased from 10 units in 1971 to 20 units in 1979. Average campground size went from 42 to 47 sites during the same period.

B.C. Research data on year of purchase indicates that there has been at least a six per cent turnover in ownership of accommodation facilities in this Region between 1972 and 1978.[17] Data on year of construction indicates that 21% of accommodation establishments were built during the last decade (1970 to 1978) and 30% of accommodation establishments are over 20 years old.

Similarly, a comparison of the accommodation guides for 1971 and 1979 indicates that 26% of accommodation units were built between 1971 and 1979. Of these new units, 38% are located in the Thompson River/Kamloops Plateau area, 27% in the Adams/Shuswap Highlands area. The remaining 35% are in the Glacier/Revelstoke Parks (16%), and Merritt/Nicola Plateau (four per cent) units.[18]

2.3.3.2 Occupancy

Annual hotel and motel occupancy in the Region was approximately 65% for 1979, a five per cent increase over the past two years. This occupancy rate is about four per cent lower than the provincial average. The occupancy rates for the various areas are consistent with the regional average. The number of available room nights increased by three and one-half per cent over the same period.[19]

The average provincial park campgrounds occupancy rate increased by only one per cent, from 46% in 1976 to 47% in 1978. The number of available site nights increased by 5.6% over the same period. The campgrounds within the various areas have occupancy rates consistent with the regional average. The exception is in the Wells Gray/North Thompson unit which has campgrounds with a high occupancy rate of 70%, a 17% increase over the past two years. This is probably due to an 11% decrease in the number of available site nights during the same period.[20)]

The national parks in the Region (Yoho and Glacier) have an average annual occupancy rate of 8.7% for 1979, which has been constant over the past two years. There has been a five per cent decrease in the number of available site nights in these parks.[21)]

There is no readily available information as to occupancy rates for commercial campgrounds.

2.3.3.3 Seasonality

Approximately 36% of occupied room nights occur in the summer, while the fall and spring seasons account for 23% each. Only 18% of occupied room nights occur in winter. These proportions seem to be constant throughout the Region.[22)]

The various provincial campgrounds in the Region have seasons ranging from March/October to July/September. But in almost all the public campgrounds, occupancy peaks noticeably during July and August. The national parks in the Region are open from May/June to September. Here again occupancy peaks during July and August.

Seventy nine per cent of commercial campgrounds are open on a seasonal basis only.[23)]

2.3.3.4 Source of Business

Tourists provide approximately 64% of occupied room nights in the Region's hotels and motels. Commercial and long-term rental occupancy account for another 13% each while convention and work crew sources provide the remaining 10% (5% each). Exceptions to these averages are as follows: the Thompson River/Kamloops Plateau planning unit has a low proportion of tourist occupancy of 50% while the Adams/Shuswap Highlands unit has a high proportion of tourist occupancy of 74%; in the Thompson River/Kamloops Plateau area the proportion of commercial occupancy, 20%, is the highest, while the Adams/Shuswap Highlands area has a low commercial rate of 3.4%; with the largest hotel facilities, the Thompson River/Kamloops Plateau area has a high proportion of convention occupancy of 11%, while the remaining areas have very low ones at an average of between one per cent and two per cent.[24)]

Public campgrounds are used exclusively by tourists. Private campgrounds, however, often accommodate work crews and long-term tenants. There appears to be little specific data as to source of occupancy in commercial campgrounds.

2.3.4 Transportation Modes and Corridors

2.3.4.1 Introduction

Accessibility to a tourism attraction or facility is of major concern to both the tourist and the tourism facility operator. A person must be able to readily get to both the area in which the tourism facility is located and to the facility itself for it to be attractive to most tourists.

The following describes briefly the major and some of the secondary transportation facilities in the Thompson/Shuswap Tourism Region.

2.3.4.2 Roads and Highways

Generally the Thompson/Shuswap Tourism Region is well serviced with good roads connecting all of the major centres. The major roads and their characteristics are outlined below.

Trans-Canada Highway

The Trans-Canada Highway is a major route through the Region running from the British Columbia/Alberta border west through Revelstoke, Salmon Arm, Kamloops and other smaller centres to the western limit of the Region and beyond to Vancouver. It is a well designed and engineered road which is well maintained. It is also the most heavily travelled route in the Region carrying average daily summer traffic volumes over 5,000 vehicles. Travel disruptions in the winter are not uncommon due to heavy snowfalls and avalanches in the mountainous areas, for example, between Revelstoke and Golden and Lake Louise.

Highway 5

Highway 5 extends from Princeton north through Merritt, Kamloops and beyond to Highway 16 which is slightly beyond the north limit of the Region.

Highway 5 is one of the two main road connections between southern and northern British Columbia. The other connection is Highway 97.

At the present time Highway 5 is lightly travelled south of Kamloops.[25] It is expected that when the Coquihalla Highway (see below) is completed the section of Highway 5 between Merritt and Kamloops will see considerably heavier traffic.

Highway 23

Highway 23 runs south from Revelstoke, crosses Upper Arrow Lake by ferry and continues southerly to meet Highway 6 at Nakusp. It is a very lightly travelled route.[26)]

It also runs north from Revelstoke to the Mica Dam site. This section is a dead end route with no connections to other routes.

Coquihalla Highway

Construction has recently begun on a new highway connecting Hope and Merritt. This road will run through the Coquihalla Valley and will be an alternate Trans Canada Highway route carrying high traffic volumes as it cuts the travel time by one hour between Vancouver and Kamloops by avoiding the Fraser Canyon. It has been proposed that the existing highway eventually be upgraded to Kamloops.

Other Roads

The highway network in the Region is also supplemented by a number of secondary roads most of which were originally resource roads. A major function of these secondary routes is to provide connections to the many lakes in the Region. Generally, these routes do not link with other routes but are either terminated at their destination or continue as resource-haul roads. There is an extensive logging road network that provides access to backcountry recreation areas that are very popular with regional, provincial and Albertan markets.

2.3.4.3 Scheduled Buses

The major scheduled bus service in the Thompson/Shuswap Tourism Region is offered by Greyhound Lines. A summary of the routes in the Region is given below; most buses stop at all way points along the route.

Vancouver to Golden (and on to Calgary, Alberta)
- via the Trans-Canada Highway.
- Several times per day.

Vancouver to Golden (and on to Calgary, Alberta)
- via the Trans-Canada Highway, Highway 3 and Highway 97.
- Several times per day.

Vancouver to Valemount (and on to Edmonton, Alberta)
- via the Trans Canada Highway and Highway 5.
- Several times per day.

In addition to the regularly scheduled services described above, some carriers also offer regular three to thirty-day tours from Vancouver covering various areas of the province and country. In some cases, the tour price includes one-way airfare or train fare from the tour destination to its starting point.

A regional bus service is available within the City of Kamloops and vicinity.

2.3.4.4 Rail Service

Rail service is offered in the Thompson/Shuswap Tourism Region by VIA Rail. There are two routes through the Region, both of which connect Vancouver with eastern Canada.

Vancouver to eastern Canada
- via Kamloops, Revelstoke and Calgary, Alberta.
- Approximately daily.

Vancouver to eastern Canada
- via Kamloops, Valemount and Edmonton, Alberta.
- Approximately daily.

2.3.4.5 Air Service

Major air service to the Thompson/Shuswap Tourism Region is provided at Kamloops by Pacific Western Airlines. International flights, and flights from eastern Canada land at Vancouver, Edmonton or Calgary where the passenger must transfer to another aircraft for the trip to Kamloops. Flights between Kamloops and the three major centres are offered approximately four times daily.

Flights to and from other major centres in the province are offered from Kamloops on a daily basis.

Smaller airports that are suitable for those recreational travellers using small aircraft exist at various other locations in and around the Region. Details of ground facilities at the various locations are available from the British Columbia Aviation Council.

2.3.5 Tourist Service Centres

The travelling public has need of various tourist services which, depending upon the origin and preferences of the traveller, can include: airports, customs clearance, public transportation, vehicle rentals, accommodations, licensed restaurants, grocery stores, fast food outlets, gas stations, automotive repairs, tourist information and health care facilities. Since the complete assortment of these services can only be found in the very largest provincial centres, and detailed data are very limited, an assessment of the general availability of only five categories of services has been developed for the communities within the Thompson-Shuswap Tourism Region. These services, i.e., accommodation, tourist information centres, food services, automotive services and hospitals, are presented by landscape unit and urban community in Table 9.

Accommodation includes both roofed (hotel/motel) facilities and campgrounds/trailer parks; the emphasis in this category is on availability and choice - hence, number of establishments. Else-

where in this study (Section 2.3.3) accommodation is discussed in greater detail. Most of the data is derived from the Provincial Tourist Accommodation Guide, although it is recognized that not all accommodation is listed as some is not appropriate for tourists.

In the Thompson-Shuswap Tourism Region, Kamloops is the dominant tourist service centre, offering a wide range of accommodation and food services, convention facilities, tourist information, health care, automobile services and a regional airport. The second most important tourist service centres are Salmon Arm and Revelstoke, followed by Cache Creek/Ashcroft and Golden which act as the Region's gateways in the east and west respectively. Sicamous, Merritt and Chase all have more limited tourist services. Some landscape units are deficient in meeting basic tourist service needs; three units, Bonaparte River Plateau, North Columbia Mountains and Arrow Lake/ Selkirk Mountains are devoid of population concentrations and hence tourist services. The Wells Gray/ North Thompson unit contains minimal services (e.g. gas station, grocery store, coffee shop) in the small settlements of Clearwater and Blue River.

With regard to food services, there is no comprehensive guide which lists all restaurants by type (i.e. licensed, family, fast food) and other food outlets such as grocery stores. However, some of the community economic profiles did contain this type of data.

No original in-field research has been undertaken. Tourist information refers to staffed tourist booths, most of which operate only during the peak tourist season, while automotive services generally refer to service stations offering full or some basic level of repairs. The availability of emergency health care and its distribution within the Region is the issue behind the hospital location data.

TABLE 9

TOURISM SERVICE CENTRES: THOMPSON-SHUSWAP TOURISM REGION

Landscape Unit	Urban Centre	Population 1976 Census [1]	Tourist Service Availability				
			Accommodation [2]	Tourist Information [3]	Food Service [4]	Automotive Service [5]	Hospital [6]
Merritt/Nicola Plateau	Merritt	5,680	1H, 3M, 1H&M	Yes, summer only	Yes, 14	Yes	Yes
Thompson River / Kamloops Plateau	Cache Creek / Ashcroft	1,050 / 2,032	9M, 2H, 1C 1R, 1M & C	Yes, summer	Yes, limited (eg. 2 in Ashcroft)	Yes	Yes
	Kamloops	58,311	27M, 7H, 4C	Yes: 1 year round & 1 seasonal	Yes,110	Yes	Yes
Bonaparte River Plateau	-	-	-	-	-	-	-
Adams / Shuswap Highlands	Salmon Arm	9,391	13M, 2H, 3C, 1R, 1M&C	Yes, Year round	Yes	Yes	Yes
	Sicamous	809	5H, 3C	Yes, seasonal	Yes, limited	Yes	No
Glacier/Revelstoke Parks	Revelstoke	4,615	11M, 6H, 3C, 1 M&C	Yes, Chamber of Commerce, seasonal	Yes	Yes	Yes
Arrow Lake / Selkirk Mountains	-	-	-	-	-	-	-
Wells Gray / North Thompson	Clearwater	4,093	2M, 1H, 1R&C, 2 M&C	Yes, Chamber of Commerce, seasonal	Yes, limited - 3	Yes	Yes
North Columbia Mtns	-	-	-	-	-	-	-
Yoho Park / Purcell Mountains	Golden	3,282	10M, 1H, 2C	Yes: 2 with Tourism B.C. & 1 local seasonal	Yes	Yes	Yes

TABLE 9 CONTINUED

TOURISM SERVICE CENTRES: THOMPSON-SHUSWAP TOURISM REGION (CONT)

Landscape Unit	Urban Centre	Population 1976 Census [1]	Tourist Service Availability				
			Accommodation [2]	Tourist Information [3]	Food Service [4]	Automotive Service [5]	Hospital [6]

SOURCES:

1) 1976 Census, Statistics Canada.

2) Accommodation and Campground Directory, British Columbia 1980, Ministry of Tourism.

3) Region E Tourist Association, August 1980.

4) Figures by type of establishment and urban centre are not published. But the Ministry of Health 1979 figures for approved food establishments include:

HEALTH UNIT	NO.
Selkirk	95
South Central	317
	412

Supplied by the Restaurant and Food Association of B.C., May 1980. The information regarding specific numbers of restaurants in certain communities is from the Thompson-Nicola Regional District, Economic Development Commission, Community Profiles for the Village of Ashcroft, City of Kamloops, and Clearwater Improvement District, 1979.

5) Emergency Road Service Directory, British Columbia Automobile Association, January 15, 1980; and Approved Auto Repair Services, British Columbia Automobile Association, 1980.

6) British Columbia Health Association, January 15, 1980. Member List. (Only acute care facilities with emergency service were considered.)

2.4 Human Resources

2.4.1 Regional Demography

Table 10 summarizes the demographic characteristics of the Thompson/Shuswap Tourism Region which includes the Regional Districts of Thompson-Nicola and Columbia-Shuswap. The population in the 1976 census year was 125,700 and is now estimated at approximately 137,000.

The largest centre of population in the Region is the City of Kamloops (1976 population = 58,311). Other centres of population are the City of Revelstoke (4,639), the District of Salmon Arm (9,391) and the towns of Golden (3,282) and Merritt (5,680). Thirty-three per cent of the population live in villages of under 2,000 people or in rural areas.

The population of the Region grew much faster than that of the rest of the province between 1971 and 1976. Most of the growth has been in the working age and retirement age portions of the population although persons under 15 still represent a higher than average proportion of total population. This fact is reflected in the average family size which declined between 1971 and 1976 but which is still above the provincial average. There is also a considerably lower proportion of persons of retirement age in the population than in British Columbia as a whole. The level of education in Thompson/Shuswap has grown faster than in the rest of the province but still lags behind the British Columbia average. Average income in the Region has grown faster than the B.C. average and now is slightly above the B.C. average.

TABLE 10

DEMOGRAPHIC CHARACTERISTICS:

THOMPSON-SHUSWAP TOURISM REGION, 1971-76

Characteristics	Value 1971 (A)	1976 (B)	Percentage[1] Change Over 1971 (C)	Index[2] (D)
Population (000)[3]	104.0	125.7	20.5	159
Age Distribution Percentage[3]				
Under 15 years	32.0%	28.6%	10.0	119
15 - 64 years	62.1%	65.3%	29.4	99
65 years and over	5.9%	6.1%	27.2	62
Average Family Size[3]	3.8	3.5	-	106
Percentage of population 15 and over having Grade 11 or more education[3]	45.4%	57.8%	66.3	91
Average Real Income[4] (1971 dollars)	$6,213	$6,672	23.5	101

Notes:

1) Percentage change refers to changes in the numerical values of all components rather than changes in percentage distribution.

2) Index (D) compares 1976 regional values in Column (B) to the provincial average except for the population index which compares population growth (Column C) with that of the province. (BC = 100).

3) Central Statistics Bureau, Ministry of Industry and Small Business Development Census Data by Tourism Region, Special Printout; unpublished; (Victoria, 1979).

4) Revenue Canada, Taxation Statistics (Ottawa, 1973 ed and 1978 ed). Average income per tax return expressed in 1971 dollars using Consumer Price Index, 1971 = 100.

2.4.2 Economic Activity

Table 11 summarizes the employment situation in the Thompson/ Shuswap Region and its component sub-regions. As is apparent the Region has a relatively diverse economy with a good resource base for extensive secondary manufacturing. It also has a strong tertiary sector.

Agriculture is important in the Salmon Arm area, which is climatically an extension of the Okanagan Valley area. Merritt is a centre for cattle ranching.

Forestry and sawmilling are important components of the economy throughout the Region. The Weyerhouser pulp mill in Kamloops is the largest pulp mill in the southern British Columbia Interior. The Kamloops-Merritt-Ashcroft area is the copper mining centre of the province with at least one mine supplying a copper smelter in Kamloops. Kamloops is also the site of two plywood plants, a Gulf Oil refinery and a cement plant giving the city a strong industrial base.

Kamloops is a major railway and highway hub. The CNR and CPR from Alberta both pass through Kamloops before continuing west to Vancouver. The completion of the Trans-Canada Highway and the Yellowhead Pass Route to Edmonton insured the city's position as a transportation centre and further highway expansion in underway in the area. Transportation services are a significant employer. Transportation is also an important employer in the Revelstoke and Golden areas.

Construction is currently a major component of the economy of the Region. The Mica Dam has recently been completed and the Revelstoke Hydro Dam projects in the Revelstoke area employ up to 2,700 persons in the summer though only about 900 in winter. Many of these jobs are filled by temporary residents. The projects are scheduled for completion in 1984. Highway construction has had

TABLE 11

EMPLOYMENT BY ECONOMIC ACTIVITY, 1979

Major Sources of Economic Activity

Location	Level of Unemployment	Agriculture	Forestry	Fishing	Mines, Quarries and Oilwells	Forest Products Mfg.	Other Mfg.	Construction	Transportation, Communication, and Utilities	Trade	Finance, Insurance and Real Estate	Health, Education and Welfare	Tourism	Other Services	Public Admin. and Defence
Thompson Nicola R.D.	H	-	-	-	m	m	-	M	M	M	-	M	m	-	m
Revelstoke	B	-	m	-	-	m	-	M	M	M	-	m	M	m	-
Golden	B	-	M	-	-	M	-	m	m	M	-	m	M	m	-
Salmon Arm	A	m	-	-	-	M	-	M	m	M	-	M	m	m	-
Total Region	H	-	m	-	-	M	-	M	M	M	-	M	m	m	m

Notes:
B = Below Average
A = Average
H = Above Average

m = Minor source of employment (5-10% of employment)
M = Major source of employment (over 10% of employment)
* = Planned or anticipated major new development

Sources: Labour Force Estimates by Industry, June 1, 1976, provided by Employment and Immigration, Okanagan Kootenay Region.

Estimates of Unemployment: Economic Development Commissioners of the Regional Districts of Thompson-Nicola and Columbia-Shuswap and Kamloops Canada Employment Centre.

a major impact on the economy in the past but the construction industry has been severely depressed in recent years and is responsible for the high level of unemployment in the Kamloops area.

Tourism in the Region is based mainly on good freshwater resources, including the Shuswap Lakes and sections of the Thompson and Fraser Rivers suitable for canoeing and rafting.

Kamloops with a 1976 population of 58,311, almost half the population of the Region, was the fourth largest city in the province in 1976. It is an important commercial, service and administration centre with a trading area extending beyond the Region to areas to the north along Highway 97. Further development of copper and other mineral resources is expected in the area. Kamloops is expected to grow both as a trade centre and as a major tourist service centre.

2.4.3 Events and Attractions

The existing events and attractions in the Thompson-Shuswap Tourism Region are representative of the current level of tourism development and are summarized below. Generally the Region's strength is in natural resources although man-made attractions are an important supplement. The Region is known for sport fishing, diverse scenery, Shuswap Lake, three national parks, hydro-electric development, and helicopter skiing.

From a natural attractions perspective, the Region's major features are the excellent sport fishing, the several mountain ranges and lake filled valleys creating superb scenery. Specific mountain areas such as those found in Wells Gray and Hamber Provincial Parks and in Mount Revelstoke, Glacier, and Yoho National Parks offer fine year-round outdoor recreation in spectacular settings. Other mountain areas offer a wide range of skiing activities including downhill, cross-country, touring, and helicopter. Tod Mountain is the largest and most well developed ski area to date, while inter-

nationally famous helicopter skiing takes place in the Cariboo, Monashee, northern Selkirk and Purcell Mountains. Of the numerous lakes, Shuswap Lake is best known for houseboating, cottaging, sport fishing, and general water-oriented recreation. Sport fishing is a prime attraction in the Kamloops area. The Region also offers the Canyon Hot Springs, viewing of the Adams River sockeye salmon spawning run, and rockhounding, including gold panning. The four active copper mines offer guided tours of their modern operations with Lornex and Afton being the most popular.

Of the natural-resource based attractions for which figures are available, touring through the National Parks ranks first, followed by Tod Mountain alpine skiing with 80,000 to 150,000 skiers annually, depending on snow cover, and Canyon Hot Springs with an expected 100,000 visitors in 1980.

Man-made attractions are distributed primarily along the highway corridors, particularly the Trans-Canada and Highway 5. Heritage preservation and presentation is an important aspect of the Region as exemplified by several museums, replica paddle-wheelers, a ghost town, individual historic buildings such as the Quilchena Hotel near Merritt, Ashcroft Manor, the Revelstoke Court House, and Craigallechie, the site of C.P.R.'s last spike. Engineering features include the Mica and Revelstoke hydro-electric dams and the C.P.R. Spiral Tunnels built during the late 1800s in Kicking Horse Pass. Other important features are theme parks such as Three Valley Gap, the Dominion Experimental Farm, Kamloops Wildlife Park, golf courses, especially those found in Kamloops and Revelstoke, and the Kamloops Exhibition Grounds which hosts activities year-round.

Some new and enlarged attractions are now under discussion and/or development around the Region. They include: redevelopment of Kamloops Wildlife Park, a multi-million dollar expansion and up-grading of Tod Mountain Ski area to a year-round resort; upgrading and expansion of Canyon Hot Springs to include roofed accommo-

dation, winter activities and incorporation of the Albert Canyon ghost town site; new motor hotel, food services and Greyhound depot in Salmon Arm oriented to bus traffic; development of an extensive marine access park system in Shuswap Lake; development of the Blue River heli-ski village; a new theme park including water rides under discussion in the Kamloops area and the restoration of Hat Creek House, a Cariboo Gold Rush roadhouse.

As a result of the Province's Funfest program for 1980, events have received more prominence than usual resulting in increased scheduled events. The events which will be available in 1980 in this Region can be categorized as follows: a range of festivals (winter, spring, summer, cultural); cultural events (music, art exhibits, ethnic dancing); fall and country fairs; rodeos; craft and hobby shows; loggers sports; equestrian events (gymkhanas, horse-shows); and specialty participative sports (golf, curling, baseball, fishing derbies, foot races, regattas). The Great Snowmobile River Race held during the summer near Kamloops and the Annual Pilgrimmage to Eva Lake in Mount Revelstoke National Park are two of the more unusual events. In addition, there is an Annual Skydivers' Competition in Kamloops, Ice Car Racing at Ashcroft, and the White Lake (cross-country skiing) Marathon north of Salmon Arm. Generally, for their type and size, many events in the area are well attended.

Within the Region, the Thompson River/Kamloops Plateau landscape planning unit has the strongest combination of events and attractions, while the Adams/Shuswap Highlands unit is a close second.

2.5 Historical Resources

The Region has played an important role in the development of the interior of the province as it was a cross roads for major north-south and east-west routes. There are elements from all the major themes of B.C. history including Native Indian, fur trade/exploration, gold rush, resource development and pioneer settlement

eras. A great deal of the Region's heritage of significant sites, buildings and artifacts have been preserved over the years through the efforts of local historical societies with some assistance from provincial agencies. As yet, there are no major projects established by Parks Canada, Historic Parks Branch or the Heritage Conservation Branch in the Region. Although feasibility planning is taking place on specific projects. The variety of the Region's historical resoures can readily be organized by describing them under their appropriate theme periods.

The Region was occupied by Native Indian tribes long before the arrival of the white man. Various tribes of the Interior Salish group inhabitated the area, with the Shuswap Native Indians being the most widespread and numerous of the interior tribes. They were nomadic hunters, fishermen and gatherers with a strong riverine orientation to take advantage of the seasonal salmon spawning runs. Because much of their lives was dominated by the search for game and the food supply was less abundant than on the coast, the interior tribes had a much less elaborate culture than the coastal tribes. As a result, artifacts of this period are not as substantial as those of the coastal Native Indian groups.

A major archaeological site, Monte Creek, has been discovered near Kamloops. Here, some aspects of a 2,000 year period of occupation is preserved in winter settlements consisting of circular and square pithouses, cellar cache pits and a deep layer of lithic materials. The site has been purchased by the Heritage Trust as it has high potential for outdoor archaeological interpretation. Other presentations of the Native Indian culture are the pictographs that can be seen at Mara Lake and Seymour Arm of Shuswap Lake. Aspects of the Native Indian heritage of the province were examined by a separate TIDSA funded study.

The first white man to enter the Region was David Thompson, the famous fur trader and geographer of the North West Company, who crossed the Rocky Mountains through the Kicking Horse Pass to the

Columbia River in 1806. He explored and mapped the length of the Columbia in 1811. Other fur traders followed up through the Okanagan Valley and Fort Kamloops was founded in 1812. The rivers of the interior were not suited to the usual canoe route method of transporting the wealth of furs of New Caledonia, thus the Brigade Trails were established. Brigade Trails converged at Fort Kamloops from the Okanagan, from the Merritt/Nicola Plateau, from the North Thompson River and northwest to Fort Alexandria on the Fraser River. A ranch was established with hundreds of horses and mules raised for use in the pack trains. Fort Kamloops was the focus of the inland fur empire that lasted until the 1870s.

The Cariboo Gold Rush caused a remarkable change in the territory which eventually led to the demise of the fur trade. The Cariboo Wagon Road was pushed through the western edge of the region between 1861 and 1863 and several road houses established such as Hat Creek House. The remnant building is being stablized and restored and the site developed as a provincial historic site. The "Overlanders" of 1862 arrived in Kamloops starving and ragged after their rugged journey through the mountains from eastern Canada. The 'Big Bend' gold rush of 1864/65 (also called the "Big Bilk"), focussed on French Creek, brought a short-lived influx of prospectors.

The gold rush period forever altered the economy and society of British Columbia changing its status from a Hudson's Bay Company fur trade preserve to that of a thriving colony with widespread agriculture, the beginnings of a transportation network and a civil administration.

The major lasting effect of the gold rush era on the Region was the establishment of pioneer settlement and agriculture. The thousands of prospectors required large quantities of food which stimulated cattle ranching. Herds were driven north from Oregon and many of the drovers and some of the prospectors stayed on to establish farms and ranches. Ashcroft Manor was built in 1862; its road

house, grist and sawmills and cattle ranch supplied the needs of the miners. The Nicola/Merritt Plateau, with its bunchgrass prairie, was settled in the 1970s by ranchers of the Douglas Lake Cattle Company. Founded in 1872, the company grew to be one of the largest cattle empires in British Columbia. Although there was a general economic slump during the 1870, most ranchers prospered during the 1880s by supplying meat for the C.P.R. construction crews.

The climate and soils were generally well suited to farming in the arable portions of the Region to the west of Sicamous, although the low rainfall posed a limitation to crop agriculture. To overcome this limitation a variety of irrigation schemes were attempted but the earliest one at Walhachin was doomed to failure. In 1907, the project was started to establish a farming and fruit growing community for English settlers. By 1911 the community was prospering as 3,000 acres were irrigated with water being provided via a wooden flume. However, with the start of WWI, most of the men went off to fight. The flume was ripped out in a storm and was never repaired. The agricultural operation never recovered from the loss of manpower and the irrigation water and the community virtually disappeared by the 1930s, leaving only a ghost town.

The resource development theme is the final and most lively era of the Region's heritage. The biggest event was the building of the C.P.R. from 1883 to 1885 thus completing a promise that brought the province into Confederation. Numerous supply towns sprang up along the route and paddle-wheelers plied the South Thompson and Columbia Rivers, carrying men and supplies during the construction period. The "last spike" was driven during a ceremony at Craigelachie, in November 1885, high in the Eagle Pass of the Monashee Mountains. This ended an epic chapter in railway history that saw the transcontinental line pushed through the 1,647 m Kicking Horse Pass in the Rockies by means of the Spiral Tunnels and the Connaught Tunnel bored through the Sir Donald Range of the Selkirk Mountains. Canada's third transcontinental railroad, this

one linking the northern and southern lines through the North Thompson River valley, was completed near Spences Bridge in January 1915.

The Revelstoke District mining boom at the turn of the century also brought an influx of people and spurred economic development. In 1897, Ferguson and Trout Lake City were established to support the mining and smelting operations of mines on the east side of Trout Lake. In 1899, gold was discovered near the northeast arm of Upper Arrow Lake which touched off a small gold rush. Camborne was established and prospered, due more to the lead/zinc mining and smelting than the gold diggings. From 1900 to WWI, the unique Arrowhead and Kootenay Railway carried goods for the mining district from the stern-wheelers on Arrow Lake to Gerrard at the south end of Trout Lake. The engine was a converted truck which hauled freight cars half the normal size and open air passenger cars. The railbed is now Highway 31 and Gerrard, Camborne, Trout Lake and Ferguson are ghost towns, the typical fate of so many of British Columbia's mining towns.

The Thompson-Shuswap Tourism Region has an interesting array of historic events and features on several sites developed in a manner that can be enjoyed by tourists. There are local museums in several communities including Kamloops, Salmon Arm, and Golden. Kamloops has constructed a replica of the Hudson Bay Company's Fort Kamloops circa 1863 at Riverside Park which also has an early model steam engine. The Seymour Arm Ghost Town is the remnants of a town founded during the Columbia gold rush of 1865, and the M.V. Pheobe Arm is reminiscent of the paddle-wheelers that were active on the lake and river systems during the 1860s to the turn-of-the-century. Three Valley Gap, near Revelstoke, is a commercial venture associated with a resort featuring a recreated mining/pioneer community assembled near the site of 1880s town of Three Valley. With the exception of Hat Creek House, virtually all heritage developments occur along the Trans-Canada Highway which carries the majority of tourist traffic through the Region. Of particular

importance to the heritage of the Region is the railway building period as the C.P.R. was Canada's first transcontinental railway, embodying many engineering feats. This is a part of the province's heritage that has considerable importance and appeal which has yet to be developed and interpreted in a major development.

2.6 Summary and Assessment of Tourism Resources

As outlined in the methodology, the landscape/planning units were defined and mapped for the Region and an inventory of the natural resources was completed. In previous sections of this chapter, other pertinent tourism resources were examined such as recreational lands and facilities, accommodation, transportation, events and attractions, population characteristics and historical resources. Based on this research, the planning team analysed the resources of each landscape/planning unit and the existing travel corridors to determine those areas with the highest capability for tourism in the form of natural, physical, human and historical assets.

The analysis was conducted using an Evaluation Matrix in which various tourism elements of the four major resource divisions within each of the nine landscape/planning units and adjacent to the travel corridor were assessed. The elements were then assigned a value ranging from 0 to 3 with 3 being the highest rank received denoting an abundance and high quality of a particular asset. In this manner, within each corridor or landscape/planning unit, the comparative abundance or scarcity of the natural, physical, human and historical resources could be identified. For example, the Wells Gray/North Thompson unit has considerable natural resource assets but a low level of development of human and physical resources. Comparisons can also be made between units and corridors for each of the four resource divisions so that the totals for specific types of resources can be compared to see which has greater potential for development of attractions based on a given resource.

For summary purposes, the landform units and corridors with the highest scores for each tourism resource type are listed in Table 12.

The nine landscape/planning units, with their combinations of topographic, biotic and hydrologic characteristics provide an impressive scenic setting ranging from incised to rolling plateau surfaces, rugged mountain ranges, large and small lakes and fast flowing powerful rivers. Virtually a complete range of extensive and intensive tourism/recreation opportunities are available during all four seasons, often in close proximity to one another. Geography, climate and history have determined that present developments have a strong river valley orientation.

For the natural resources the Yoho/Purcell Mountains unit has excellent summer and winter land-based recreation opportunities on both mountain and valley terrain. This is complemented by the moderate water-based opportunities available on the Columbia River and the southernmost end of the McNaughton reservoir. Three landscape/planning units were tied for second place in the evaluation matrix. Two of these, the Thompson River/Kamloops Plateau unit and the Adams/Shuswap Highlands have very good opportunities for summer intensive water-based activities along with moderate summer and winter land-based capability. The majority of the recreation/tourism industry of the Region is focussed on these two units, due to their easy accessibility and the popularity of water-based activities. The Wells Gray/North Thompson unit, the third unit with a second place rank, has good land and water-based summer opportunities, especially of an extensive nature. The primary winter opportunities are focussed on extensive snow-based activities especially for heli-skiing.

With regard to developed physical resources, the Adams/Shuswap Highlands unit which contains the most extensive resort development to date, ranks the highest, having a large number of water-based resorts and facilities, boat touring, a good supply of roofed and unroofed accommodation, several golf courses and the famous Adams

TABLE 12

SUMMARY EVALUATION OF HIGHEST RANKED LANDSCAPE/PLANNING UNITS AND TRAVEL CORRIDOR BY KEY TOURISM RESOURCES

Landform/Planning Units with Best Natural Resources	Travel Corridor with Best Natural Resources
1. Yoho/Purcell Mountains	1. Trans-Canada Highway
2. Wells Gray/North Thompson	
Adams/Shuswap Highlands	
Thompson River/Kamloops Plateau	
Best Physical Resources	**Best Physical Resources**
1. Adams/Shuswap Highlands	1. Trans-Canada Highway
2. Thompson River/Kamloops Plateau	
3. Glacier/Revelstoke Parks	
Best Human Resources	**Best Human Resources**
1. Thompson River/Kamloops Plateau	1. Trans-Canada Highway
2. Adams/Shuswap Highlands	
3. Glacier/Revelstoke Parks	
Best Historical Resources	**Best Historical Resources**
1. Thompson River/Kamloops Plateau	1. Trans-Canada Highway
2. Adams/Shuswap Highlands	
3. Glacier/Revelstoke Parks	

River Sockeye spawning area. Ranked second was the Thompson River/Kamloops Plateau landscape/planning unit, which, as the most populated, has a large supply of accommodation, convention facilities, a regional airport and a game farm. Following third was the Glacier/Revelstoke Parks unit with its two national parks, excellent scenery and small theme parks.

Several units ranked closely with regard to Human Resources, with the Thompson River/Kamloops Plateau unit marginally ahead having a growing population, galleries and museums, training facilities and a strong apparent tolerance to tourism. Very close, but ranked second, was the Adams/Shuswap Highlands unit which has a good array of events, a pronounced pastoral character and very active public support for tourism development. Also close, but third, was the Glacier/Revelstoke Parks unit which has a developing crafts base, major engineering attractions, a good mix of events and a reasonably positive attitude towards tourism. Several other units also had a good human resource base for tourism.

The Trans-Canada Highway corridor ranked the highest in all four resource categories. It is the major, national traval route, traversing the most varied natural landscape in the country. As a long-established travel route in both the historic and the modern periods, the infrastructure and amenities for visitors are well developed and further supplemented by the sizeable regional population centres. Thus the historical resources are also relatively abundant and relatively well developed.

The Thompson River/Kamloops Plateau and Adams/Shuswap Highlands units deserve special mention as they ranked among the top units for all four resource categories. The presence of Kamloops, one of the largest cities in the interior of the province, ensures that the unit will have a broad range of physical and human resources with a well developed service infrastructure. Similarly, the extensive tourism development in the Adams/Shuswap Highlands meets major British Columbia recreation needs.

FOOTNOTES:

1. Fish and Wildlife Branch, Kamloops Regional Office staff - personal communication, August 1980.

2. Ibid.

3. Fish and Wildlife Branch, Ministry of Recreation and Conservation. Economic and Resource Management Aspects of Commercial Use of Fish and Wildlife Resources in B.C.: Phase I and II Reports; prepared by Canadian Resourcecon Limited and Quadra Economic Consultants Ltd., Vancouver; 1978. Note: this reference covers all figures within the paragraphs.

4. Kamloops Regional Office Staff Op.Cit.

5. Ibid.

6. Canadian Resourcecon Ltd. et al Op.Cit.

7. Fish and Wildlife Branch, Ministry of Recreation and Conservation. Fish and Wildlife in British Columbia: A Review of Resource Values; prepared by Quadra Economic Consultants Ltd, Vancouver, 1977.

8. Ibid.

9. Parks Canada traffic counts and campground use data; Western Regional Office, Calgary; 1980.

10. Approximately half of this Recreation Area falls in the British Columbia Rocky Mountain Tourism Region.

11. Provincial Parks Branch. Parks Data Handbook 1979 and 1980, Government of British Columbia.

12. B.C. Parks Branch, Planning Division. The Shuswap Lakes Recreational System; Victoria, January 1975.

13. British Columbia River Rafting Study; TIDSA, 1979.

14. Governments of British Columbia and Canada. A Study of the British Columbia Helicopter Skiing Industry; TIDSA, 1980.

15. Wright, Richard and Rochelle Wright, Canoe Routes British Columbia; Surrey, B.C. Antonson Publishing Ltd. 1977.

16. 1980 establishments are discussed under Tourist Service Centres.

17. B.C. Inventory of Accommodation Facilities, 1979. B.C. Research.

18. Accommodation & Campground Directory, 1971 and Tourist Accommodation: British Columbia, 1979.

19. Pannell, Kerr, Forster & Associates, Regional Supply/Demand Analysis 1979, (estimates for 1979).

20. 1978 Campground Attendance Profiles, B.C. Parks and Outdoor Recreation Division.

21. Parks Use Statistics, 1977-1979, Parks Canada.

22. Pannell, Kerr, Forster & Associates, Op.Cit.

23. Tourist Accommodation, British Columbia, 1979, Ministry of Tourism and Small Business Development.

24. Pannell, Kerr, Forster & Associates, Op.Cit.

25. Summer Traffic Volumes for Years 1974-1977 on Provincial Highways in British Columbia. Traffic Engineering Branch, Ministry of Highways and Public Works.

26. Ibid.

3.0 TOURISM MARKETS, VISITOR PROFILES AND DEVELOPMENT IMPLICATIONS

3.1 Introduction

The following chapter describes the current development of tourist activity in the Thompson/Shuswap Tourism Region. The utilization of tourism resources is considered in terms of the geographic origins of visitors to the Region, their socio-economic characteristics and the activities in which they participate. Short term trends in tourist activity are identified and the implications for future expansion are delineated.

3.2 Tourism Markets

3.2.1 Existing Markets

Trans-Canada Highway 1, the main highway link between Vancouver and Calgary and Eastern Canada, passes through the Thompson/ Shuswap Tourism Region. Kamloops is a major traffic hub for rail as well as highway traffic to the east and to the northern interior of British Columbia. The eastern boundary of the Region is opposite Banff in Alberta. Thus, this is a region with substantial pass-through traffic and major nearby destination markets. The Region has many natural attractions so that travellers can be persuaded to stay over in the Region. Camping and auto touring attract tourists from all market segments.

For specialty markets, the Thompson and Fraser Rivers are popular for river rafters and canoeists while the Shuswap Lakes area attracts many summer vacationers. Freshwater boating and fishing, swimming and water skiing have moderate to high levels of participation among American and Canadian visitors.

Ski markets are not strongly developed though heli-skiing attracts a broad market. Alpine and cross-country skiing are popular mainly among residents.

Hunting is not a strong attraction to this Region compared with other parts of the province.

The Region's events and cultural attractions appeal most strongly to local residents but are moderately well attended by all other market segments.

3.2.2 Perceived Tourism Markets

During the course of this study, opinions were solicited from tourism industry representatives, associations and other interested parties.

According to forum participants, most visitors to the Thompson-Shuswap Tourism Region are Albertans who arrive during the summer months, many of them to camp. A high number of tourists are also residents of British Columbia and Manitoba. A decline in the number of American visitors was noted, however, residents perceived an increase in bus and package tours and fly/drive tourists (especially Germans and Japanese). It was also mentioned that the number of bus tours in the fall has increased, as has winter tourism.

3.2.3 Market Opportunities

Phase 1 of this project identified the type of resources which generate travel to or within British Columbia by market segment. During the course of this study, the resources of the Thompson-Shuswap Tourism Region were evaluated in terms of the markets they could attract. A comparison of these identified opportunities with the existing level of participation by each market in activities within the Region gives an indication of which resources could most profitably be developed and the markets which they would most likely attract. The results of this analysis are summarized in Table 13 which follows.

TABLE 13

SUMMARY OF SPECIALTY MARKET DEVELOPMENT OPPORTUNITIES

THOMPSON-SHUSWAP REGION

	MARKET SEGMENTS				
SPECIALTY MARKET	International	U.S.A.	Inter-provincial	Provincial	Regional
Fresh Water Boating				X	
White Water Canoeing	X	X	X	X	X
Fresh Water Fishing	X				
Water Skiing					X
Alpine Skiing	X	X			
Heli Skiing	X	X	X	X	X
Cross Country Skiing	X	X			
Big Game Hunting	X		X		
Wilderness Camping	X	X	X	X	X
Overnite Hiking		X	X	X	X
Winter Hiking				X	X
Mountain Climbing	X	X	X	X	X
Spelunking			X	X	X
Cottaging			X	X	
Snowmobiling				X	
Landscape Viewing	X				
Wildlife Viewing	X	X	X	X	X
Gathering	X	X	X	X	X
Photographing/Printing	X				
National Parks	X	X	X	X	X
Provincial Parks				X	X
Marine Access	X	X	X	X	X
Game Farms				X	X
Hang Gliding		X	X		
Gliding			X	X	X
Recreational Aircraft					X
Historic Sites	X	X	X	X	X
Museums		X	X	X	X

TABLE 13 (CONTINUED)

SUMMARY OF SPECIALTY MARKET DEVELOPMENT OPPORTUNITIES
THOMPSON-SHUSWAP REGION

	MARKET SEGMENTS				
SPECIALTY MARKET	International	U.S.A.	Inter-provincial	Provincial	Regional
Cultural Attractions				X	X
Lakeside Resorts	X	X	X	X	X
Hot Springs			X	X	X
Wilderness Resorts	X	X	X	X	X
Ski Resorts	X	X	X	X	X
Convention Facilities		X		X	X
Dams/Generating Stations			X	X	X
Bridges and Tunnels				X	X
Timber Harvesting/Processing				X	X
Mines and Quarries			X	X	X

(X) Development Opportunity

3.3 Market Forecast

Table 14 shows the forecast of person trips to the Thompson-Shuswap Tourism Region for 1979 to 1983. Growth over the period is forecast at between three and six per cent. This is close to average for the province. Faster growth is anticipated in the Canadian and International markets because of the development of Calgary as a gateway city. However, this effect is partly offset by slow growth in the United States market. By 1983, 41% to 43% of visitors to the Region will be from within the province, 29% to 30% will be other Canadians, 24% to 27% will be Americans and about three per cent will be from other countries.

3.4 Visitor Profiles

3.4.1 Traveller Characteristics

Table 15 shows the characteristics of travellers to the Thompson-Shuswap Tourism Region by market segment. Children under 18 are a low proportion of resident visitors, the largest group being young adults. Among visitors from out of province the age breakdown is fairly typical. Data on sex distribution are scarce but there appears to be a slightly higher ratio of males to females than average among resident travellers. The general level of education is a little lower than average, but there is a relatively high proportion of visitors with technical or vocational education. Family income levels are higher than average among British Columbia resident visitors but about average for other visitors.

3.4.2 Trip Characteristics

Table 16 shows the characteristics of trips to the Thompson-Shuswap Tourism Region. A relatively large number of trips are made for business purposes, though pleasure is the most important reason for travel to the Region. Auto is by far the most important mode

TABLE 14

MARKET FORECAST: THOMPSON SHUSWAP TOURISM REGION: PERSON TRIPS (000)

MARKET		FORECAST PERIOD				
		1979	1980	1981	1982	1983
B.C. Residents	H	760	805	850	900	950
	L	630	650	670	690	715
Other Canadians	H	495	535	575	620	665
	L	405	425	450	475	500
U.S. Residents	H	490	500	510	525	540
	L	485	485	485	480	480
Other International	H	40	45	50	55	65
	L	35	35	40	45	50
TOTAL	H	1,785	1,885	1,985	2,100	2,220
	L	1,555	1,595	1,645	1,690	1,745

TABLE 15

TRAVELLER CHARACTERISTICS: THOMPSON-SHUSWAP TOURISM REGION

CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Age:	% Under 18	15	21	19	12	18
	18 - 24	21	10	7	12	14
	25 - 34	36	19	16	22	25
	35 - 54	18	33	28	35	25
	Over 54	10	17	30	19	18
Sex:	% Male	53	NA	NA	NA	53
	Female	47	NA	NA	NA	47
Education:	% Public School	26	NA	NA	NA	26
	High School	51	NA	NA	NA	51
	Technical/Vocational/Jr. College	12	NA	NA	NA	12
	University	10	NA	NA	NA	10
Family Income:	% Under $10,000	6	7	9	7	7
	10,000 - 20,000	51	33	27	15	39
	Over 20,000	43	60	64	78	54

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, 1978 4th Quarter.

TABLE 16

TRIP CHARACTERISTICS: THOMPSON-SHUSWAP TOURISM REGION

1

CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Party Size:	Average Number of Persons	3.5	2.9	2.8	3.1	3.1
Party Composition:	% Single Adult	21	4	4	4	11
	Several Adults	44	57	57	57	51
	Adults with Children	35	40	40	40	38
Trip Purpose:	% Business	12	9	2	3	8
	Personal	6	2	2	-	4
	Pleasure	82	89	96	97	88
Trip Duration:	Average Nights per Party	4	13	22	34	12
Nights in Region:	Average per Party	3	3	2	2	3
Type of Transportation:	% Auto	73	75	63	48	70
	Recreational Vehicle	19	22	32	21	23
	Bus	3	*	1	3	2
	Air	3	2	2	27	3
	Rail	-	*	*	1	*
	Boat	-		*	-	*
	Other	2	1	1	-	1

TABLE 16 CONTINUED

TRIP CHARACTERISTICS: THOMPSON-SHUSWAP TOURISM REGION

CHARACTERISTICS	MARKET				ALL VISITORS
	B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Accommodation: % Hotel	8	5	6	16	7
Motel	9	37	33	35	24
Friends and Relatives	24	20	5	7	17
Cottages/Cabins	8	1	2	*	4
Public Campgrounds	37	14	20	20	26
Private Campgrounds	6	20	30	16	17
Other	8	3	4	6	5
Activities: % Business	12	9	2	3	8
Convention	-	NA	NA	NA	-
Shopping	40	23	18	22	29
VFR	62	32	6	12	38
Sightseeing	36	52	61	75	48
Camping	24	15	22	12	21
Fishing	37	8	7	9	21
Hunting	1	*	*	-	*

TABLE 16 CONTINUED

TRIP CHARACTERISTICS: THOMPSON-SHUSWAP TOURISM REGION

CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Activities:	% Boating	39	10	5	9	21
	Skiing	3	2	*	*	2
	Golf	1	NA	NA	NA	1
	Visiting Museums and Historic Sites	14	NA	NA	NA	14
	Attending Festivals and Events	23	19	16	33	20
	Swimming	NA	14	10	17	12
Expenditure:	% Accommodation	14	18	22	19	17
	Meals	24	22	20	21	22
	Groceries	14	11	11	7	12
	Transportation	33	23	31	18	30
	Recreation and Entertainment	3	5	4	7	4
	Shopping and Souvenirs	6	6	9	21	7
	Other	6	15	3	7	8
Average/Person/Day (1979 Dollars)		$15.00	$19.00	$22.00	$30.00	$18.00

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, and 1978 4th Quarter.
Reports on Specialty Markets Sponsored by T.I.D.S.A.

of transport used by travellers and a very high proportion use recreational vehicles. Consistent with the large number of recreational vehicles, a high proportion of visitors to the Region stay in campgrounds. Motels are also popular among out of province visitors. Boating and fishing are highly popular particularly among British Columbia residents. Expenditures per person per day are lower than average among resident visitors but are close to the provincial average for out of province visitors. A relatively high proportion of expenditures are for groceries as expected because of the large number of campers. Expenditures on recreation and shopping, however, are relatively low.

3.5 Development Implications

3.5.1 General Marketing

At present, the Region's physical resources are substantially under-utilized. Though volumes are fairly high, a large proportion of visitors are campers. The summer activities attracting high levels of participation are generally poor revenue and employment generators. Seasonality is also a serious problem, discouraging development of quality roofed accommodations. On the other hand there is a fairly high level of business traffic which is not seasonal in nature. There has also been a noted increase in package tours and winter visitors. These trends should be encouraged through development of the Region's skiing and winter sport potential. Guided or organized activities such as white water canoeing, mountain climbing, and wilderness camping could increase package tours from all market segments if properly developed and promoted. Better access to the Region's lakes and parks would allow further growth of traditional markets.

In the course of their 1979 Survey of Visitors to British Columbia, B.C. Research asked respondents to list their particular likes and

dislikes about the regions they had visited. Visitors to the Thompson-Shuswap Tourism Region were particularly enthusiastic about the scenery. The people and the weather were generally liked though some mentioned their dislike of the unfavourable weather. The parks, hunting, and fishing also were appreciated. Most complaints concerned prices, particularly of gasoline, and road and driving conditions. Reactions to accommodation and restaurants were mixed though somewhat more unfavourable than favourable.

3.5.2 Accommodation Requirements

An estimated 1,627,000 persons visited the Thompson-Shuswap Tourism Region in 1978. These, together with travellers passing through the Region, spent 4,316,000 nights in the Region. Of these, 1,251,000 person-nights were spent in commercial roofed accommodations. Another 1,782,000 person-nights were spent in campgrounds. By 1983, assuming no shift in accommodation preferences, tourists will spend 1,374,000 to 1,765,000 person-nights in roofed accommodation and 1,897,000 to 2,443,000 person-nights in campgrounds.

At present, there are over 4,000 hotel/motel units (including resorts and lodges) in the Region, with an average occupancy rate of about 65%. Tourism accounted for about 52% occupancy. The remaining 14% occupancy was accounted for by work crews or other semi-permanent residents and commercial truckers who are not included in the estimates of visitors. To accommodate the estimated increase in demand by 1983 at the same occupancy level, the net addition of 337 to 1,549 new units will be required.

New developments should attempt to achieve occupancy rates higher than 65%. This indicates that net additions should be closer to the low estimate. However, it should be emphasized that the "required" additions are net of any closures or demolitions. It may be possible to increase average occupancy through a process of closing marginal operations and rationalizing geographic distribution of accommodation within the Region.

At present, there are about 5,800 campsites in the Region. Assuming they were open on an average only from May through September they achieved an average occupancy of 67% for the season. The rate varied considerably among campgrounds. Indications are that commercial campgrounds in general achieved higher occupancy rates than did public campgrounds. Present occupancy levels could be maintained with the net addition of 400 to 2,000 new campsites.

4.0 ROLE OF TOURISM, ISSUES AND CONCERNS, AND LOCAL OBJECTIVES

4.1 Introduction

Chapter 4 examines the social component of tourism in the Thompson-Shuswap Tourism Region. Current tourism developments are described along with tourism strengths, markets and opportunities as perceived by residents of the area; and the issues and concerns related to tourism development. At the end of the chapter locally defined tourism objectives are listed. Discussions held during, and briefs received at, the two public forums held in Kamloops and Salmon Arm in the Thompson-Shuswap Tourism Region provided all the information and data for this chapter. A total of 51 individual and 37 groups attended the forums, and 22 briefs were submitted. Government and municipal groups were represented as were numerous associations, societies and private individuals.

4.2 General Attitude Towards Tourism

Many representatives at the Thompson-Shuswap forums felt that the Region has the potential of being an important tourist destination. It was mentioned a number of times that efforts should be made to encourage tourists to stay longer.

For some, a controlled tourist industry is preferable to other industries from an environmental viewpoint. However, at the same time, some residents seem indifferent to tourism and others are against further development of an industry which competes for water and shoreline. Some residents, in the Salmon Arm area, for example, are reluctant to change their lifestyles, a change they feel would be inevitable with more tourism development. In general, many residents would seem to want tourism, but would like developments to be situated elsewhere.

4.3 Perceived Tourism Strengths, Markets, Opportunities

4.3.1 Perceived Tourism Strengths

The main strengths of the Thompson-Shuswap Tourism Region are seen by residents as the extensive lake system, with its excellent fishing, and the mountains. A variety of outdoor activities are available: hiking and water recreation in the summer; hunting and fishing in the spring and fall; and alpine and cross-country skiing in the winter.

Kamloops' strengths are its convention facilities and high calibre accommodation, restaurants and shopping with Spoolmak Days being a major annual event. The city's location is also good, being in a semi-arid valley near alpine country. Merritt is close to three alpine areas and a number of good fishing lakes. In Logan Lake, between Merritt and Kamloops, a range of outdoor recreation activities are also available, as well as mine tours and three annual festivals. To the east, Chase is close to Tod Mountain and to the worlds largest sockeye salmon spawning run on the Adam's River.

Salmon Arm is near Larch Hills with its 100 kilometres of cross-country ski trails. Salmon Arm also has a local airport and some convention facilities. Revelstoke is near Mount Revelstoke National Park and Canyon Hot Springs, one of the few areas where private development is possible in an area of extensive Crown Land ownership. Alpine and cross-country skiing are available and the average snowfall is high.

4.3.2 Perceived Tourism Opportunities

Forum participants had many suggestions for potential tourism opportunities in the Region. One possibility in Kamloops is a cultural centre based on an Native Indian theme, since the town has a large Native Indian population. Improvement of the facilities at the Old Fort was suggested, along with development of an off-

season festival and regular summer theatre. Kamloops could also be developed as a tour base for day long excursions. In Merritt, suggestions included a fish hatchery and an indoor equestrian and agricultural complex to encourage the expansion of area rodeos and other events. Representatives from Chase would like a shorter route to Tod Mountain and year-round maintenance of the road. Other possibilities in the Thompson Valley included development of Ashcroft as a historic site and a recreation park at Spences Bridge.

On the Shuswap Lakes, houseboating and lake crusies could be increased according to forum participants. Another possibility is a four-season resort on Shuswap Lake. Representatives from Salmon Arm proposed that a cultural centre and drag racing strip be constructed. There was also mention of the proposal for a waterfront marina/hotel/conference centre. It was felt by many that Salmon Arm's airport should be expanded. The extension of cross-country skiing at Larch Hills is another possibility. Representatives from the Revelstoke area felt that the town has great development potential and that a four-season resort should be built. Development of the Revelstoke Reservoir, when finished, for camping, fishing and outdoor recreation is another good possibility. Further expansion of the nearby Canyon Hot Springs is under consideration. The need for a town theme was raised, two possibilities suggested were the "horse" era and an alpine theme. In the long term, Revelstoke could evolve into a destination area using the Albert Canyon ghost town as an attraction and such amenities as ski trails and a golf course. In Sicamous, possibilities include canoeing on the Eagle River, skiing at Quest Mountain and a fish enhancement program.

Generally speaking, it was felt by many forum participants that opportunities lie in the development of more circle tours, and more tourist generators like beaches, marinas, ski trails and historic sites.

4.4 Issues and Concerns Regarding Tourism Development

A number of environmental concerns were raised by people attending the forums in the Thompson-Shuswap Tourism Region. It was felt that ecologically sensitive areas, like the Eagle River Estuary, should be protected with access limited. Others felt that stricter hunting, boating and all-terrain vehicle regulations are needed. To many participants, pollution was a concern, especially in the Shuswap Lake area. Another issue raised was the use of wildlife and cattle ranges by recreational, park and tourism projects. (It was suggested that alternate land be set aside for cattle ranges). Also of concern is the impact of logging and mining on land which could be used for recreational purposes. The siting of hydro transmission lines and protected agricultural land reserve have both affected the guest ranching industry. It was felt by some forum representatives that fishing has increased to such an extent that an enhancement program is now necessary.

Another issue was training in the tourism industry. It was felt by some that tourism training should put more emphasis on management and the value of tourism, and that hospitality courses should be offered by community colleges. It was also suggested that the Region should have more tourist information booths. Some general comments were made about government red tape, the high cost of borrowing and construction. One participant suggested that entrepreneurs be allowed to lease or use Crown Land and municipal properties for recreational use. Finally, it was suggested that more private and public sector co-ordination of efforts is needed to monitor the quality of tourism facilities and services.

4.4.1 Seasonal Aspects

Although the majority of tourists visiting the Thompson-Shuswap Tourism Region do come in summer, all year outdoor recreation possibilities exist. Cross-country ski trails are extensive and could be further upgraded and expanded. Alpine skiing is already

available at Tod Mountain, Three Valley Gap, Harper, Grandview and Revelstoke. In the spring and fall, there are convention facilities available in Kamloops and Salmon Arm, and hunting and fishing are also popular.

4.5 Perceived Weaknesses as a Tourism Area

The main weaknesses of the Thompson-Shuswap Tourism Region as a tourist destination area lie primarily in occasionally difficult access and a lack of facilities. More campsites are needed throughout the Region and Salmon Arm and Kamloops representatives would like larger hotels in their towns. It was generally agreed that more facilities like beaches, marinas, boat rentals etc. are needed. There is also a lack of indoor activities for poor weather.

Complaints were made about access to some areas, especially Merritt. VIA Rail service is considered poor by some, and others felt the Salmon Arm airport should be expanded and direct jet flights introduced from Vancouver. Signage throughout the Region could also be improved, and some roads should be upgraded. Scheduled transportation between the towns and from accommodation to bus and train terminals also needs improvement, according to a number of forum participants.

4.6 Tourism Linkages

Many of the Region's towns are including tourism in their planning. For example, the Sicamous Settlement Plan encompasses zoning for recreational development. The Shuswap Lakes Recreational Master Plan also includes tourism generators such as new agriculture and fair grounds, a drag strip, a convention and cultural centre and regional parkland. The Economic Development Commission (of the Regional District of Columbia-Shuswap) has also put together a development strategy which includes tourism. The Kamloops Museum Association is involved with attracting tourists.

4.7 Locally Defined Tourism Objectives

A number of objectives relating to future development in the Thompson-Shuswap Tourism Region arose in the discussions and submissions at the public forums. Although some opposition might exist, these objectives seem to be fairly commonly held.

- develop more tourism generators in the Region;
- extend the tourism season and the length of stay of tourists;
- develop further the region's ski potential;
- guard environmental quality;
- improve access to the Region where necessary;
- improve accommodation where necessary, especially through the development of more campgrounds;
- develop fish enhancement programs;
- improve quality of hospitality training opportunities;
- increase quality and quantity of information available to tourists;
- develop more package/bus/circle tours in the Region.

5.0 PROVINCIAL AND REGIONAL TOURISM DEVELOPMENT STRATEGY

5.1 Introduction

The importance of a provincial tourism strategy has been well documented and it is generally recognized that in a large and diverse province such as British Columbia, a systematic approach is essential to adequately meet the objectives of government and private industry sectors.

The tourism industry in British Columbia has been characterized by fragmented growth and lack of planned tourism development. The relatively uncoordinated development of the province's natural, historic and cultural resources to varying levels of quality presents some problematic areas for the future of tourism development, especially when assessed against the anticipated market requirements of the 1980s and 90s.

Many of the reasons for supporting a provincial strategy may also be applied at the regional level. First, the preparation of a regional tourism development strategy will enable the industry to indicate its long range goals and objectives, identify programs required to meet these goals and objectives, and define the resources and support activities/services required from the various levels of government and the public sector to implement the plan and retain tourism as a long term stable industry; in so doing, the industry will be placed in a much better position to obtain the required recognition, resources and support. Second, the regional plan will provide a basis for integrating the industry's activities, and enhance its ability to set area, corridor and site specific priorities, assess the effects of allocating land to different uses and identify the differences in tourism outputs, and monitor the effectiveness of its actions. Third, through the strategy, local, regional and national trends and events can be taken into account when implementing the program, monitoring existing developments and providing new direction.

5.2 Framework for the Preparation of Tourism Development Strategies

A tourism development strategy strives to meld a myriad of goals, objectives and policies of importance to governmental agencies, private tourist operators and local residents into a co-ordinated program that optimizes the "public good" to a region derived from the development and use of the natural and man-made resources. Hence, it is a necessity that the tourism development strategy and its related development recommendations are the result of a logical process that establishes broad goals and principles, and within this context, identifies and evaluates competing goals and resource demands, determines their relative importance and appropriateness, and allocates basic priorities to them. Only in such a manner can the final choices and directions embodied in the approved tourism plan be explained and justified.

A comprehensive process has been used in the preparation of the tourism development strategy for the Thompson/Shuswap Tourism Region; specifically, the steps in this planning process were:

a) within the context of the provincial strategy, the assessment of the resources, markets and the goals and objectives for the Region;

b) the identification of specific goals and objectives of the industry and public interest groups to be addressed by the tourism development strategy;

c) the establishment of guidelines, principles and policies which define the acceptability of alternative courses of action within the existing planning context;

d) the identification, evaluation and selection of a regional development concept;

e) the identification and assessment of appropriate development concepts, associated development opportunities and projected tourism market and trip characteristics for all planning units that will satisfy the tourism goals and objectives for the Region;

f) determination of appropriate sub-strategies for the implementation of the development concepts.

5.3 Provincial Tourism Development Strategy

The provincial tourism strategy identifies the short and long-range opportunities for the public and private sectors of the industry on a province-wide basis. The conclusions reached were presented in the form of planning, development and implementation sub-strategies and were based on an analysis of the resource opportunities, existing infrastructure, government and industry objectives, market assessment and implications of emerging socio-economic trends including energy. Based on these analyses, the following Provincial Strategy or policy statement emerged;

> "To identify and encourage the development of high quality tourism resource opportunities and destination areas through a nodal corridor concept that will attract international, U.S. and domestic markets to complement existing provincial and regional markets with specific attention to changing tourism leisure trends and the world energy situation".

This policy statement recognized several province-wide goals to be realized by the plan. Clearly, the plan identified that a gradual shift in the nature of tourism throughout the province should occur with the existing, rather fragmented tourist facilities and services to become a more centralized, concentrated destination industry, oriented toward specific resident and non-resident market sectors.

The direction of the industry would be toward providing high quality, activity-based facilities to a broad market with an emphasis on group travel by mass mode. An important element in the plan, as reflected in the above, is the concern that resource development meet future market requirements and include both short and long-range objectives rather than the short-sighted approach and low capital investment characteristic of many previous planning and development efforts. It is expected that this will result in a gradual redistribution of quality tourism amenities that will generate higher visitor expenditures but respect the biophysical and social carrying capacity of an area. This tourism policy is to have a long-term framework and during the initial transition period major emphasis is to be placed on investment in, and development of, tourism destination areas.

Because of the scale and complexity of British Columbia, the provincial strategy recommended that tourism planning for the province acknowledge four different orientations: economic, resource, market and conserver. The sub-strategies based on these orientations have been applied to each of the tourism regions and part of regions where warranted. For each sub-strategy an appropriate planning, development and implementation approach is identified. As stated in the Provincial Strategy, the conserver oriented planning sub-strategy has been recommended for the Thompson-Shuswap Tourism Region. This has been assigned in recognition of several factors, namely: the need to focus development on adjacent regions (B.C. Rocky Mountains, Okanagan-Similkameen and Southwestern B.C. Tourism Regions) for purposes of the provincial strategy; the need to protect the quality of the environment in the face of intensifying resource demands; and the desire to control the pace and location of tourism development recognizing the pressures being exerted by growing regional and Alberta markets. Also cited in the regional strategy statement is the Trans-Canada Highway corridor and the Kamloops area which are to receive a market approach to tourism planning. The increasing tourism/recreation

pressures on the Shuswap Lake system requires a resource orientation be taken and the Yoho and Banff National Parks at the eastern edge of the Region will be planned and managed from a conserver orientation by Parks Canada.

Generally for the Region, the capability and tolerance of the resource base will define the characteristics, quality and location of tourism developments. The carrying capacity limits are then to be used to define what markets are to be attracted, what developments are to be encouraged and what controls are to be employed. The planning strategy emphasizes strict control over all tourism/ recreation projects to ensure retention of resource quality and integrity and prevent resource degradation or misuse. Protection of the quality of life of regional residents is a priority. Also, large areas could be reserved from development until a competing region has been fully developed to its resource potential.

The market orientation along the Trans-Canada Highway is the second major determinant for tourism planning because of its dominating influence throughout most of the Region. The planning strategy was derived in recognition of the large traffic volumes along the interprovincial highway and the popularity of this part of the province with summer touring markets. The growing market awareness of the corridor's high capability for water-based and land-based activities and the potential for quality resorts and attractions presents significant opportunities for economic development.

For the Development Strategy, the provincial document proposed to conserve the natural resources for the long-term use of the regional population (especially the Kamloops area) thus ensuring future development options. Further short-term development should be concentrated along the Trans-Canada Highway corridor and be responsive to long-term market requirements especially for package tours. Specific emphasis would be given to developing and promoting

several circle routes that would pass through the Region, originating at the international gateway cities of Calgary, Edmonton and Vancouver in addition to the east-west auto-touring traffic. Kamloops and Revelstoke are to be established as major tourism service centres with a variety of activities and attractions.

The implementation strategy is the third component of the provincial tourism development strategy and is essentially concerned with the type, amount, timing and investment of public and private funds required to achieve the region, area, or corridor development objectives. The intent of the implementation strategy is to indicate the role of the public and private sectors. In response to the planning and development strategies adopted for the Region an "Optimize Future Benefits" implementation approach is suggested to guide overall development in the Region and specifically in the Yoho-Banff area and the Yellowhead South (Highway 5) corridor. A "Facilitate Growth" approach is to be applied along the Trans-Canada corridor with the intent to stimulate free enterprise involvement through identification of development opportunities and the support of representative applications that meet the objectives of the provincial strategy as well as those presented in the regional plan. An "Optimize Future Benefits" approach is also suggested for the areas of Shuswap Lake not adjacent to the highway corridor. Initial efforts should be to put in place infrastructure development along the travel corridors and establish tourism attractions in specific nodes that would extend the visitor's length of stay.

The Yellowhead 16 and Cariboo-Chilcotin Tourism Regions to the north, and the B.C. Rocky Mountains, Okanagan-Similkameen and Southwestern B.C. Tourism Regions to the south may get a jump on initial development proposals owing to the strategies for these regions; the adjacent tourism region to the south, Kootenay Boundary, has been assigned a conserver planning approach. Because of the strong transportation linkages, especially to the southern regions and to Alberta, destination areas, attractions and

travel routes should be developed in a complementary and reinforcing manner to achieve provincial level tourism development objectives and benefits.

5.4 Regional Tourism Development Strategy

A regional tourism development strategy for the purposes of this plan is considered to be a statement of broad goals and policies outlining a general course of action for the growth, maintenance and development of the industry leading towards the establishment of priorities for resource development, program formulation, and management procedures. The strategy is to reflect government, community and private sector goals and concerns, be sufficiently broad in scope and flexible in approach to accommodate unforeseen development, and be responsive to a wide variety of short and long-term specialty markets and resource development opportunities.

The various elements identified in the above were considered in the regional planning process and it was confirmed that the development concept proposed in the Provincial Tourism Development Strategy as outlined in Section 5.3, is well suited to the Thompson-Shuswap Tourism Region. More detailed research and analysis have confirmed a number of constraints and opportunities that were previously suspected. Some of the constraints identified include the limited accommodation base and need for upgrading in key areas, a short tourist length of stay and a shortage of quality attractions along the major travel route, the reliance on sport fishing as a major tourism activity in large areas of the Region, constraints on much needed Fish and Wildlife Branch management programs, pressures from regional and southern Alberta markets for second home development and widespread resource and land use conflicts. A number of important opportunities have also been acknowledged including the availability of quality historic/cultural resources, the variety of river and lake-based tourism opportunities, positive local attitudes towards tourism and a concern for maintaining environ-

mental quality, the high capability for extensive recreation and several others.

Based on the various constraints, opportunities and local and regional considerations as outlined in Section 5.2, the development concept has been refined and is presented as the tourism policy statement for the Thompson-Shuswap Tourism Region (Figure 1). The region-side development concept or policy is:

> To conserve and closely manage the remaining undeveloped natural resources to maintain future tourism development options and to accommodate the long term needs of the growing regional population. This is necessitated by the increasing recreation demands on the lake-based resources originating from the Lower Mainland and southern Alberta markets and to ensure the viability of the existing and planned intensive developments in neighbouring tourism regions. Maintenance of environmental quality will be given a high priority throughout the Region. Further development should be concentrated in designated nodes along the Trans-Canada Highway and be responsive to long term package tours as well as existing auto-touring market requirements. Advantage will be taken of the high tourist traffic volumes by encouraging themed developments that extend the visitors' length of stay in the Kamloops and Revelstoke areas. Golden should be developed as an alternative gateway/service centre for the Rocky Mountain National Parks to ease the pressure on the Banff area. The capability of the Merritt/Nicola Plateau as a four-season guest ranch/resort area will be strengthened. The northerly mountainous parts of the region will remain as extensive use areas for specialty markets. All development proposals must take into consideration the requirements and opportunities provided by the several package loop tours that pass through the Region originating within the province and from Alberta.

This policy statement outlines the rationale to guide the future preparation of development proposals for the Region as a whole and to ensure the continuance of a healthy tourism industry. Both the regional development concept (policy) and the development concepts for each of the nine planning units (Figure 1) are intended to guide tourism development within the Region and to reduce uncertainty within both the public and private sectors as to future development by establishing an overall systems approach with guidelines and principles for tourism growth. These statements will indicate tourism development intent within the planning horizon and accordingly should be integrated with resource management plans.

A systematic approach to tourism planning is required in order to obtain the maximum short and long-term efficiencies from the available resources and markets. Through a systems approach, the various levels of government and the private sector can evaluate or judge a range of alternatives for their contributions to the goals of the Region. This analysis will provide the information on which agencies and others affected by tourism can base judgements as to the possible benefits and potential conflicts that will arise. Within the tourism industry, it has become evident that area development without direction creates internal competition and may be detrimental to the industry as a whole. A systems approach, therefore, provides a guide to both the public and private sectors, a plan to evaluate proposed actions, and an important tool in gaining co-operation between public agencies and industry.

In promoting the orderly and economic growth of the Thompson-Shuswap Tourism Region from a tourism perspective, the policies, market and implementation strategies are geared to securing an optimum balance and spatial distribution of the types of tourism activities, to the identification of existing and future market opportunities, and to safeguard environmental quality, heritage, and social and economic benefits for the Region. It is anticipated that tourism will begin to exercise a growing influence on economic

Regional Development Strategy

Figure 1

Regional Development Concept

To conserve and closely manage the remaining undeveloped natural resources to maintain future tourism development options and to accommodate the long term needs of the growing regional population. This is necessitated by the increasing recreation demands on the lake-based resources originating from the Lower Mainland and southern Alberta markets and to ensure the viability of the existing and planned intensive developments in neighbouring tourism regions. Maintenance of environmental quality will be given a high priority throughout the region. Further development should be concentrated in designated nodes along the Trans Canada Highway and be responsive to long term package tour as well as existing auto touring market requirements. Advantage will be taken of the high tourist traffic volumes by encouraging themed developments that extend the visitors length of stay in the Kamloops and Revelstoke areas. Golden should be developed as an alternative gateway/service centre for the Rocky Mountain National Parks to ease the pressure on the Banff area. The capability of the Merritt/Nicola Plateau as a four season guest ranch/resort area will be strengthened. The northerly mountainous parts of the region will remain as extensive use areas for specialty markets. All development proposals must take into consideration the requirements and opportunities provided by the several package loop tours that pass through the region originating within the province and from Alberta.

Planning Unit Development Concept		Tourism Market and Trip Characteristics																													Implementation Strategy
		PRIMARY MARKETS/BY SEASON W-WINTER Sp-SPRING S-SUMMER F-FALL					GROUP MODE/ DURATION (days)		PRIMARY TRIP PURPOSE							TRANSPORTATION MODE ALTERNATIVES						ACTIVITIES AND EXPERIENCES									
		International	U.S.	Domestic	Provincial	Regional	Single Family Groups	Package Tours	Four Season Vacation Resorts	Non-Urban Scenic Touring	Urban Sites-Seeing	Special Purpose Recreation	Experience New Cultures & Lifestyles	Warm Weather Outdoor Recreation	Cool Weather Outdoor Recreation	Fly-drive	Rail	Auto/Bus	Boat	Boat/Auto	Boat/Rail	Boating/Canoeing	Fishing	Other Water Sports/Activities	Alpine Skiing/ Cross-Country Skiing Heli-Skiing	Hunting/ Wildlife Viewing	Structured Outdoor Recreation Activities Golf, Tennis	Active Land-Based Outdoor Recreation Activity Riding, Climbing, Hiking	Historical Attractions/ Cultural or Popular Events	Special Features or Developments	
MERRITT/NICOLA PLATEAU Establish a regional destination area offering a variety of resorts, accommodation, activities and events based on ranching country themes and cross-country ski capability. Existing guest ranches should be gradually upgraded and expanded to meet market requirements. Intensive fisheries management of the unit's lakes should continue. Special planning and management efforts will be required to successfully cope with the increased tourism/recreation pressures that will be exerted on the unit with the completion of the Coquihalla Highway.	Resource	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● 2-5	● 3-7	●	●		●	●	●	●	●		●				●	●	●	● Sp,S, F,W	●	●	●			Free Enterprise
THOMPSON RIVER/KAMLOOPS PLATEAU Expand and diversify the role of Kamloops as a major tourism service centre for the Trans-canada Highway by developing a variety of themed attractions that will extend the visitor length of stay and capture some of the growing package tour markets. Support the gradual development with tourist services upgraded and concentrated in nodes. Designate and manage the Thompson as a Wild and Scenic River for quality canoe/kayak and commercial river-rafting experiences.	Market	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● 1-5	● 1-3	●	●	●	●	●	●	●	●	●	●				●	●	●	● Sp,S, F,W	●	●	●			Free Enterprise/ Facilitate Growth
BONAPARTE PLATEAU Maintain the rolling plateau, ranching and backcountry fishing lakes character of the unit and manage the resource base to support the sport fishing camps - lodges and rustic recreation sites. Protection of the visual qualities of the landscape, sport fishing, wildlife and range resources is essential for the long term. Establish Outdoor Recreation Area around Bonaparte Lake and the surrounding plateau protecting the fly-in and walk-in access to designated lakes and quality of the experience by integrated resource management.	Conserver	● Sp,S, F	● Sp,S, F	● Sp,S, F	● Sp,S, F	● Sp,S, F	● 3-7			●		●		●	●	●		●				●	●			●		●			Optimize Future Benefits
ADAMS/SHUSWAP HIGHLANDS Develop the southern part of the Shuswap Lakes as a Regional Tourism Destination Area with a mixture of commercial roofed, resort, second-home, floating and unroofed accommodation. A variety of water-based opportunities should continue to be provided from intensive recreation developments on the Salmon Arm, Blind Bay-Eagle Bay areas with extensive, backcountry access-only experiences throughout most of the unit, e.g. Adams Lake, Seymour and Anstey Arms. Management plans should be drawn up for the lake system for fisheries enhancement, shoreline use and protection of water quality.	Resource/Conserver	● Sp,S, F	● Sp,S, F	● Sp,S, F	● Sp,S, F	● Sp,S, F,W	● 3-14	● 3-7		●		●		●	●	●	●	●				●	●	●	●		●	●			Free Enterprise/Optimize Future Benefits
GLACIER/REVELSTOKE PARKS AND ARROW LAKE/SELKIRK MOUNTAINS Establish the units as an extended stay tourism area capitalizing on the pass-through traffic and a considerable variety of minimally developed land and water-based, four-season attractions. The national park, reservoir recreation, heritage, Hot springs, structured and unstructured recreation opportunities and heli-ski elements are to be developed and promoted for inclusion on bus tours and vacation packages. With the upgrading of accommodation, food services and attractions the long-term goal is to establish Revelstoke as a resort community.	Resource	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● 2-3	● 2-5	●	●		●		●	●	●		●				●	●		●		●	●	●	●	Free Enterprise
WELLS GRAY/NORTH THOMPSON Continue to manage Wells Gray Park to sustain existing patterns and types of uses thereby protecting the rugged wilderness character. Upgrade access and existing lodge operations according to user demands. Designate the North Thompson as a Recreational Waterway with a management plan to provide canoeing and recreational rafting opportunities and protection of scenic landscape values. Limit development of Highway 5 with traveller services to be provided in defined nodes.	Conserver	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● 5-10	● 1		●		●		●	●	●		●				●	●			●		●		●	Optimize Future Benefits
NORTH COLUMBIA MOUNTAINS The High, rugged mountains andlimited accessibility of this vast area suggests only extensive types of use. Protect the scenic mountain wilderness character, fish and wildlife resources of the unit. Reserve use for commercial guided adventure tour groups, heli-skiers, mountaineering expeditions and backcountry recreationists. As recreation demands and reservoir conditions warrant, develop the water-based capability of the Revelstoke and McNaughton Reservoirs to expand the tourism/recreation opportunitiesof the Golden and Revelstoke communities.	Conserver	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● 1-5	● 1		●		●		●	●	●		●				●	●			●		●		●	Optimize Future Benefits
YOHO/PURCELL MOUNTAINS The national park mandate limits human interference with natural processes yet heavy development and use pressures are being exerted on adjacent Banff park. Therefore, in co-operation with Parks Canada, promote Golden as an accommodation and gateway centre for Banff, Yoho and other nearby mountain national parks. Develop small scale, four-season resort accommodation and structured recreation facilities. Upgrade tourism services for auto and mass-mode travellers. Maintain the scenic appeal of mountain, valley and river landscapes and enhance wildlife viewing opportunities.	Resource	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S F,W	● 3-5	● 1-3	●	●		●		●	●	●		●				●	●	●			●	●			Free Enterprise

development in designated growth areas and on the direction of regional planning and development throughout the study area.

In order for the strategy to maintain a reasonable degree of flexibility to accommodate the diversity of conditions in the Region, an attempt is made to direct future growth by policy statements for each planning unit rather than by designating a large number of specific proposals or use areas. While the development strategy is designed to be flexible, major technological advances and changes in the energy situation could develop which might affect the programs and policies and development of the plan. Therefore, the policy statements for the Thompson-Shuswap Tourism Region should be reviewed at regular intervals (possibly every five years) to provide for the changing needs of the residents of the planning area, both permanent and seasonal, as well as other market and resource factors affecting the Region.

In Figure 1, Regional Development Strategy, the development concepts for the Region and each of the nine planning units are outlined, and the projected tourism markets and characteristics identified. The matrix shows the planning and implementation strategies and the tourism market and trip characteristics to be considered in realizing the development concepts. It is noteworthy that all but two planning units have the capability to attract markets at the international level for natural, heritage and resort attractions. All units have suitable warm-weather seasons for tourism activities, and only two units do not have the resource capability and climatic characteristics suitable for attracting markets on a four-season basis. Five units have the potential attractions and infrastructure to accommodate package tours for stays of longer than one day.

In terms of primary trip purpose there are four landscape/planning units which have high quality resources capable of supporting four-season vacation resorts. Eight of the nine units have scenic

touring potential, although urban sight-seeing is limited to only one unit and only two units offer distinctive lifestyles and experiences. Because of the diverse topography and land and water capabilities, all nine units have the resources suitable for special purpose recreation ranging from river rafting to heli-skiing and from fly-in fishing to heritage appreciation and ranch-style vacations.

Over the next five years it is anticipated that access to the Region will continue to be primarily by automobile, with bus and train tours becoming increasingly important. Commercial airlines will provide an increase in the number of entries to the Region, especially for fly-drive vacations, commencing in Calgary, Edmonton and Vancouver as well as Kamloops. Small private aircraft may also become increasingly important with growth in second home ownership by Albertans and Lower Mainland residents. Within the Region, group travel will increase considerably with the development of several extended stay/destination areas and a growing number of tourist attractions, especially along the Trans-Canada Highway corridor.

As illustrated in Figure 1, each of the landscape units has the capability to support a variety of tourism activities and experiences. The water base is extremely important in providing a complete range of boating experiences from canoeing and river rafting to water skiing/power boating. Active land-based recreation is also of major importance and structured outdoor activities are available in five units. Fishing is an activity that will continue to be important in virtually all units, thus every effort should be made to safeguard and enhance the sport fish populations. Hunting will likely be of declining importance for most tourists whereas wildlife viewing will become increasingly popular. The Region is not heavily endowed with historic/cultural resources, however the units centred on Kamloops and Revelstoke have considerable potential for heritage attractions based on the fur trade, pioneer farming/ranching and the railway construction themes. Special features in the Region are

limited to resource developments such as large mining operations and hydro installations.

As previously outlined in the chapter, the regional planning approach is conserver oriented. The approaches taken for the landscape units vary somewhat although they are generally concerned with the protection of the resources. Three units were assigned a conserver oriented planning strategy largely because of their limited accessibility and rugged character. These units are matched with the appropriate implementation strategy of optimizing future benefits. At present, these units have difficult access and will not play a major role in the regional strategy. However, they are important for their rugged wilderness/backcountry capabilities, remote resorts and for heli-skiing.

Four units are assigned resource oriented approaches to planning with free enterprise implementation strategies in recognition of the development opportunities available for the private sector and the need to maintain the quality of the resource base. The landscape unit centred in Kamloops was assigned a market oriented planning approach and free enterprise implementation strategy to encourage entrepreneurs to pursue a variety of developments which can be supported by the growing resident market and high pass-through tourist traffic volumes. The Adams/Shuswap Highland unit was assigned a dual planning and implementation approach. The southern part of the unit is to be developed largely by the private sector although the type and intensity of projects are to be closely monitored in order to maintain the integrity of the resource base and the quality of the experience. The northern part of the unit is to be planned and managed from a conserver orientation to maintain the natural character of the lakes and highlands.

There exists a high level of private sector investment and the apparent availability of private funding for tourism-related developments, attractions and accommodation in this Region. The public

sector role would be generally focussed on overall planning, co-ordination and monitoring of development applications and expediting appropriate projects. Some areas may require further public sector assistance to help plan for attractions and resort opportunities to extend visitor length of stay in the Region. The further development of outdoor recreation facilities and improved visitor information/ orientation services will also necessitate some public sector input.

It is anticipated that the scope and intent of the regional development strategy and the landscape/planning unit concepts will establish the general framework within which future development will be directed. The matrix indicates what tourism markets should be pursued, where the main types of tourism activities should occur and how they should be developed. In Chapter 6 the detailed development proposals derived from the concepts and the tourism market/resource opportunities are outlined.

6.0 REGIONAL TOURISM DEVELOPMENT PLAN

6.1 Introduction

In previous chapters, an assessment of resources amd market analysis was undertaken and a summary of local attitudes, perceptions and policies was presented. This was followed by the development of a regional strategy, outlining a systematic approach to tourism planning and development in the Region. The basic framework and rationale for tourism development lies in the regional and planning unit development concepts as outlined in Chapter 5. The purpose of Chapter 6 is to highlight and describe the facility make-up of the regional plan and to identify specific guidelines and principles in the development of the plan. In addition, suggestions are developed regarding additional research and feasibility studies to be undertaken in order to adequately assess a particular plan or proposal at the tertiary level of planning.

6.2 Guidelines and Principles

Derived from the study objectives, from resource inventories and analysis, from consultation with the private sector and from discussions with industry specialists, TIDSA officials and other government personnel, the consultants have developed the following set of guidelines and principles for the Thompson-Shuswap Tourism Region. The guidelines and principles have been divided into three areas, namely, planning, development and marketing. While it is not within the scope of this study to establish definitive tourism policies, general policy concerns can be outlined.

A. Planning

i) The intent of this study is to recommend a strategy for the gradual growth and development of the tourism industry of the Thompson-Shuswap Tourism Region through the identification

of tourism developments and actions required to match plant capability with resource potential and market demands.

ii) The Tourism Development Plan resulting from this study is to be a region-wide Plan. Hence, the health of the tourism industry as a whole will take precedence over specific local demands or proposals.

iii) The Plan will recognize the roles and responsibilities of both public and private sectors in its recommendations outlining development opportunities, but specific measures for implementing the recommendations are to be the subject of discussions and negotiations between the private sector and senior levels of government. Hence, the Plan does not incorporate specific programs and measures for implementing its recommendations.

iv) The Plan is intended to outline, for both private and public sector consideration and financial investment, a systematic approach to the development of tourism opportunities. Where possible, the Plan is intended to reflect existing government policy and become a framework that may be used to direct future government action.

v) The Plan recognizes that the various natural attractions and outdoor recreation opportunities provided by the river valley, mountain and plateau landscapes which contribute to the year-round tourism potential of the Region (e.g. glaciers, lakes, rivers, sport fishery and wildlife populations) must be protected and enhanced to ensure that the Region can continue to satisfy and accommodate increasing numbers of tourists.

vi) The Plan will reflect a sensitivity to the expectations and attitudes of local residents towards tourism and tourism development especially in Golden, Revelstoke, Salmon Arm,

Kamloops and other distinctive areas and communities. Through the consideration of social carrying capacities exhibited by these areas, the Plan will minimize the unwanted disruption of traditional lifestyles such as ranching, farming and logging.

vii) The Plan recognizes that significant numbers of tourists and regional residents compete for the various man-made and natural attractions and the outdoor recreation opportunities associated with lakes and rivers. Therefore, effort must be made to direct tourism development in a manner that resident enjoyment of the Region is not diminished and tourist-resident conflicts are avoided.

viii) The Plan will attempt to spread the economic benefits of the Vancouver and Calgary international gateways to a variety of areas within the Thompson-Shuswap Tourism Region.

ix) The Plan will identify specific communities requiring improved streetscape appearance and themed architectural control and signage of the business districts and entrance areas; this is considered particularly important for communities on mass mode transportation routes.

x) The significant recreation and tourism potential of the Region should be given serious consideration in the use and management of Crown Lands. In this regard, co-ordination among the various agencies and levels of government is essential.

xi) The type, character and market attraction of intervening opportunities, or tourism development proposed for neighbouring regions of the province, Alberta and the northwestern United States, competing for the same markets was considered in the Provincial Tourism Development Strategy and has been further assessed in the development of regional plans.

xii) Greater availability of information is required to direct tourists concerning resorts, package tours, accommodation, special events and attractions at tourism service centres and regional gateways.

xiii) The long range effect and geographical impact of societal trends and influences and their implications for the tourism industry are to be reflected in the range and character of development opportunities recommended in the Plan.

xiv) The Plan will be based upon the assumption that the importance of the tourism industry to the economy of the Region is recognized by other resource users, management and regulatory agencies, and that these agencies will incorporate the requirements of the Region's tourism industry into their various policies, plans and programs. In areas such as Golden and Merritt, decisions regarding hydro and highway development are required prior to major capital investment by the tourism industry.

xv) The Plan is based upon the assumption that all planning for the tourism industry will be done on a long term basis, with short term reviews (5 years) assessing the strategy's continued suitability to local, regional and provincial requirements.

xvi) The scenic character of valleys and adjacent mountain slopes, rolling grasslands, and lake and river shorelines in areas with existing or proposed tourism use should be protected by the establishment of land management policies with recognize the scenic values.

xvii) The Plan will recognize the need to have its recommendations and development proposals reflected in the plans of the Regional Districts of Columbia-Shuswap and Thompson-Nicola to generate support for their implementation on an integrated basis.

B. Development

i) The Plan will, wherever feasible, stress nodal development within specific tourism service centres and extended stay areas to provide a variety of primary and associated tourism opportunities of both a water-based and terrestrial nature.

ii) The Plan will stress the need to provide a certain density of facilities and programs in particular locations to establish a "critical mass" and "market awareness" beyond which the development of an identity and the creation of an awareness in the target market segments of the Region's tourism and vacation opportunities become feasible. This aspect is especially important in the establishment of extended stay/destination areas.

iii) Nodal development will be encouraged because it localizes tourism activities and minimizes disturbances to other land uses.

iv) The Plan will emphasize the development and use of high quality resources. Hence, development of marginal natural, historical or cultural resources will only be recommended if necessary to support the development and use of major nodal attractions.

v) The Plan will recommend the upgrading of the existing tourism plant only where the plant meets, or has the potential for meeting, market expectations. Conversely, the Plan will not necessarily support existing facilities or attractions that are not providing and cannot provide the sophisticated requirements of the target market segments.

vi) The Plan will strive to associate the facilities, attractions, services and programs proposed for each extended stay/ destination and service centre with one or more major themes, giving it a distinct identity from those of other proposed development nodes. Such an identity will facilitate market segmentation, allocation and promotion.

vii) The development of new attractions should occur within designated tourism areas and ensure a wide variety of activities and a healthy four-season industry. New shoulder season events and attractions should be established in recognized tourism centres in order to ensure their success in the short term.

viii) Along the Trans-Canada corridor, where warranted, the Plan will endeavour to increase the competitive position of the Region's tourism industry by the provision of additional types of tourism, recreation and entertainment facilities with respect to all market segments.

ix) Due to the opportune time/distance relationships between the Region and its major external markets and gateway points, mass mode transportation to major tourism attractions and destination areas is to be explored and, where feasible, emphasized to lessen the impact of future energy-related travel dislocations. Bus, rail and air access throughout the Region is considered particularly appropriate in this part of British Columbia. Innovative fly-drive, rail-drive and packaged loop tours will help to "catch" the imagination of the tourist and disperse use across the Region.

x) Unserviced development should be restricted on lands adjacent to all water bodies until suitable waste disposal methods have been provided.

xi) The management of wilderness parks and backcountry outdoor recreation areas is required to ensure that adequate areas are provided for extensive recreation uses.

xii) Designation of tourism travel corridors is required in order to obtain an integrated approach to planning/preservation of scenic resources and realization of the goals and objectives for highway corridors from a tourism perspective.

C. Market

i) The Plan will focus on maintaining the industry's penetration of the Region's traditional markets supported by increases in the North American and international high expenditure package tours, fly-drive and specialty markets for activities such as river-rafting, heli-skiing, remote lodge fishing, wilderness tripping and backcountry travel.

ii) Through a variety of avenues including clustered developments, theme associations, unique attractions, special events, market segmentation and well-directed promotional efforts, the Plan will seek to stimulate the development of strong market identities for specific areas along the Trans-Canada Highway corridor.

iii) Even though the Plan will focus on the Region's traditional markets (i.e., guest ranches, summer lakeside vacations, sport fishing), it will be future rather than status-quo oriented, will provide better and broader recreational experiences and will incorporate a sensitivity to, and flexibility for accommodating shifts in the types and quality of activities, attractions and services required by traditional and other market segments.

iv) To ensure a continual commitment and use by the traditional Lower Mainland, Alberta and regional markets of the planning area's tourism and recreation facilities, the Plan will support second home ownership and shared right-to-use schemes in areas where there is a suitable resource base and where the impact on other resource uses, such as ranching, forestry, mining and wildlife can be minimized. The Plan will support the concept of mixed tourism and second home development where the commercial accommodation and attractions can capitalize on the strong short term economic benefits of second home ownership to improve the economic return on the develop-

ment of resorts. Conversely, the Plan will oppose the development of quality resources as solely recreational suburbs. They do not stimulate tourism development and provide marginal economic benefits in the long term.

v) The Plan will encourage gradual efforts to retain and expand Canadian, U.S. West Coast and international markets through the development of a more competitive plant, the promotion of packaged tours and improved international/charter air access.

vi) Extensive pressures for day use and weekend recreation facilities are generated by both the regional residents and nearby provincial and Albertan markets in areas easily accessible from Highways 1 and 5. The Plan will recognize the potential use conflicts and strive to reduce competition through facility location, development and programming for particular user groups.

vii) The Plan strives to capitalize on the market awareness and appeal of the dry interior ranching country, the mountain National Parks, summer lakeside vacations and fishing/ backcountry travel of the Merritt/Nicola Plateau. Promotional schemes should continue to strengthen these images. Programs should be developed to inform visitors at various gateway centres of the variety of tourism attractions and activities available in the Region to distribute tourists to specific destination areas along the major travel routes.

6.3 Tourism/Recreation Planning Hierarchy

The term "tourism" as defined in this study is extremely broad and associated with the use of a variety of natural resources, events, services and infrastructure. It is, therefore, considered important to introduce a hierarchy that reflects the types and levels of elements in the tourism/recreational field. The major elements of the hierarchy are: tourism destination/extended stay areas; tourism

service centres; gateway cities; transportation routes/corridors; destination resorts, events and attractions; and parks and recreation areas.

The hierarchy has been prepared to assist in the development of a systematic approach to tourism planning and policy development on a regional, corridor and nodal basis. In establishing the hierarchy and the elements included therein, the study team has been cognizant of the following:

- Natural, physical, historical and cultural resources within the planning area.
- Existing tourism facilities/accommodation.
- Present travel trends, habits and activity preferences of resident and non-resident markets.
- Future needs and expectations of market segments.
- Local goals and objectives and recognition of local lifestyles.
- Goals and objectives of the study from both provincial and regional industry perspectives.

The hierarchy will assist in presenting a rationale for the Thompson-Shuswap Tourism Region and allow easy comparison and analysis between regions.

TABLE 17

HIERARCHY OF DEVELOPMENT

Tourism Destination Areas

- Provincial
- Regional
- Extended Stay
- Outdoor Recreation Areas

TABLE 17 (CONTINUED)
HIERARCHY OF DEVELOPMENT

Tourism Service Centres

- International
- Provincial
- Regional
- Local

Gateway Cities

- International
- Provincial
- Regional

Transportation Routes/Corridors

- Provincial Travel Corridor
- Regional Travel Corridor
- Specialized Routes including:
  - Scenic Drive/Route
  - Eco Tour/Route
  - Historic Route
  - Backcountry Route
  - Wild and Scenic River
  - Recreational Waterway

Tourism Destination Resorts, Events and Attractions

- Summer Resorts
- Winter Resorts
- Alpine Ski Areas
- Four-season Resorts
- Resort Community
- Tourism Attraction
- Tourism Events/Festivals
- Local Events/Attractions

TABLE 17 (CONTINUED)
HIERARCHY OF DEVELOPMENT

Parks and Recreation Areas

- National Parks
- Provincial Parks
- Historic Parks
- Marine Parks
- Wilderness Parks or Conservancies

Definitions of the various terms used are presented in Appendix 1.

6.4 General Description of Plan

The markets for tourism facilities throughout the Thompson-Shuswap Tourism Region are projected to grow appreciably in the medium term planning horizon as a result of increased national and international travel, available resource opportunities, a growing Albertan market and demands for increased leisure time amenities by provincial and regional residents. To realize the potential of this Region, a tourism plan should be implemented so that new facilities/attractions will be developed within a clear program for both the government and private sectors.

As outlined in Drawing No.2, an integral part of tourism growth and provision of economic and social benefits will be in the development of new and/or the expansion of selected extended stay/destination areas and tourism service centres within specific nodes offering supporting facilities, attractions and events. The demand for specialty tourism opportunities in the Thompson-Shuswap Tourism Region is expected to increase substantially over the planning horizon with a number of specific resource/market opportunities including guest ranch resorts, lakeside resorts/cottages, heli-skiing, wilderness recreation, and water-based recreation associated with wild and scenic rivers.

The Region has abundant tourism resources, including a number of resorts with provincial, North American and international clientele, which have been developed to varying degrees. A comparison of projected demand with supply indicates, that while there is an abundance of resources upon which the industry could grow, there is a definite need for facility development in designated areas to complement existing and proposed facilities, events and attractions if full economic advantage is to be taken of the market opportunities.

As indicated in the Provincial Tourism Development Strategy and as outlined in the strategy statement for the Thompson-Shuswap Tourism Region (Figure 1), future tourism development is to be strategically located in regional tourism destination/extended stay areas and service centres of provincial, regional and local significance. Specific outdoor recreation areas and wilderness parks are also discussed. It is anticipated that by identifying specific areas with distinct theme developments, an identity can be established with a positive effect on the marketing of the resources. Through the establishment of particular destination areas, a number of concerns can be more efficiently planned for or managed, including; mass mode transportation; development of a "critical mass"; provision of quality services, infrastructure, accommodation and attractions; an increased likelihood of planned, controlled development; protection of environmental and quality of life objectives; and the need to extend seasons and move towards year-round operation. Many of these concerns could only be met through the designation of destination areas and systematic planning of the resources therein.

6.4.1 Golden Local Tourism Service Centre/Regional Gateway

Golden in the Rocky Mountain Trench is strategically located between two national parks on the Trans-Canada Highway at its junction with Highway 95; it is the first major community in British Columbia for tourists entering the province from Alberta, the Prairies and eastern Canada. As such, it is important that visitors

Development Plan

Thompson/Shuswap

Regional Tourism Development Strategy

2

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE

get a positive first impression. Based on its locational advantage it is proposed that Golden develop its role as a local tourism service centre and as a gateway to two tourism regions. Integrally linked with this role is the distinct possibility of establishing Golden as a new gateway and service centre for the nearby Mountain National Parks. The legitimacy of associating Golden with the Columbia Valley and the B.C. Rocky Mountain Tourism Region for marketing and promotional purposes is recognized. However, for sound planning reasons it is included within the Thompson-Shuswap Tourism Region.

1. Upgrade the appearance of the centre of Golden and the highway service core by means of a beautification program. Develop an appropriate architectural theme and signage for the municipality's improved stature.

2. Upgrade existing food, fuel and accommodation establishments to provide a roofed accommodation base for park users and through-traffic as well as to handle the anticipated increasing numbers of tour groups using bus and rail modes of travel.

3. The quality of accommodation and the architectural theme should be similar in character to that of the Banff townsite.

4. Support the development of local attractions and structured recreation facilities, e.g. golf courses, tennis courts, pools, riding trails, etc. that can be used by hotel/motel guests and pass-through traffic to foster the image of a resort community. This will extend the visitor length of stay and broaden the range of experiences available.

5. Develop appropriate facilities for the auto, bus and bicycle tours using the Provincial Scenic Drive linking the Lake Louise area, Radium and Golden.

6. Expand local events to attract and entertain visitors. Develop and promote an annual specialty event for the fall season such as a 280 km Cycling Race along the Lake Louise-Radium-Golden Scenic Drive similar to the event that has been run successfully in Quebec.

7. If the major B.C. Tourism orientation centre planned for the Banff area (proposed in the B.C. Rocky Mountain Regional Tourism Plan) is not feasible because of opposition by Parks Canada, it should be established at Golden and expanded substantially on the existing Tourism B.C. office site. This would be a multi-lingual, audio-visual tourist orientation centre providing complete hospitality, central reservation services, and park interpretive programs for western bound tourists. The establishment of the orientation centre would raise the importance of Golden from that of a local service centre and regional gateway to that of a regional service centre and provincial gateway.

6.4.1.1 Golden Mountain National Parks Gateway

In concert with Parks Canada and integrated with its function as a local tourism service centre, Golden should be promoted and developed as a major gateway, accommodation, activity and service centre for the nearby Mountain National Parks. A new focal point such as this will divert some of the development pressures from the Banff and Lake Louise townsites and maximize benefits for British Columbia tourism.

1. Develop and market a stronger identity as a tourism service centre and activity base by catering to the needs of visitors to Banff, Yoho and Glacier National Parks and the Columbia Valley; the preferences of visitors which range from the package bus tourists to the active recreationists - e.g. campers, hikers, trail riders, canoeists, cross-country skiers should be considered.

2. Parks Canada should be encouraged to develop comprehensive audio-visual interpretive programs for use in the orientation centre and in Golden to enhance its Mountain National Parks gateway function. In co-operation with tour bus companies and VIA Rail, prepare audio programs for use through the National Park areas and on designated scenic drives and ecotours in the Region.

6.4.2 McNaughton Lake

There are few opportunities in the easternmost part of the Region for lake-based recreation activities. The neighbouring B.C. Rocky Mountain Tourism Region has limited lake recreation capability and what exists is under heavy development and use pressures. There is a demonstrated demand for this type of recreation and means to provide additional opportunities should be investigated.

1. Continue efforts to plan and develop the recreational and sport fishery capability of the McNaughton reservoir recognizing the problems with floating debris, water level fluctuations, winds and waves.

2. Improve access and provide boat launch facilities in the more sheltered areas of the lake (for example, Bush Arm) in the medium term planning horizon.

6.4.3 Revelstoke Regional Tourism Service Centre/Extended Stay Area

Revelstoke is scenically located between the Monashee and Purcell Mountains in the valley of the Columbia River at its confluence with the Illicillewaet River whose narrow valley provides the route for the Trans Canada Highway and C.P.R. main line. It has been a centre for forestry operations and for Hydro dam construction on the Columbia River with the Mica Dam constructed 130 km upstream, the Revelstoke Dam just to the north of the town and the Upper Arrow Reservoir on the south. Large traffic volumes pass through

on the Trans-Canada Highway, thus the city also has a service role. The warm weather season is suitable for tourism activities but in the cold weather season, snow accumulations are quite deep. Winter highway and railway travel is often restricted because of snow depths in the mountains.

There are a variety of interesting features and attractions with potential for further development in the surrounding area (e.g. Mt. Revelstoke National Park, Canyon Hot Springs, Three Valley Gap). These should be used to take economic advantage of markets readily available in the high pass-through tourist volumes.

1. Initiate a program to capitalize on the high pass-through traffic volumes by developing the available features and attractions to establish Revelstoke as an extended stay area.

2. Upgrade the appearance of the town with landscaping, heritage preservation and developing an architectural theme to make Revelstoke more appealing for visitors.

3. Gradually upgrade the food, fuel and accommodation services in response to market demands as the "extended stay" concept progresses. The long-term objective is to develop Revelstoke as a resort community from which tourists can visit the various features of the area.

4. Provide resort style accommodation and facilities (riding trails, local ski area, marina, pool, golf course, tennis and raquetball courts) and a variety of day-use activities in the town for use by residents and tourists. The recreational amenities for the resort community should be developed by the public and private sectors acting in concert.

5. Upgrade the existing facilities at Canyon Hot Springs with a variety of indoor/outdoor pools. As market conditions warrant, extend the operating season and develop quality accommodation

to establish the hot springs as a spa resort. Investigate the feasibility of developing the resort as an integral part of the extended stay area to improve the financial viability of area operations.

6. Offer a variety of day tripping activities from Revelstoke in support of the extended stay concept, e.g., Mount Revelstoke National Park for guided interpretive walks, Glacier National Park cave tours, dam tours at Mica and Revelstoke, boat or recreation raft trips on the Revelstoke and Arrow Lake reservoirs, hot-springs trips to Albert Canyon and Nakusp or Halcyon (in the Kootenay Boundary Region).

7. Support the heli-skiing operations and develop Revelstoke as a sno-cat/heli-skiing and mountain ski-touring centre to utilize the food and accommodation base during the winter season. Explore the feasibility of summer glacier skiing and heli-hiking to further support the extended stay area and resort community.

8. Support the Three Valley Gap resort development as a major component of the extended stay area, including the pioneer/ghost town reconstruction which could be further upgraded and expanded as a theme attraction.

9. Encourage the variety of community events that contribute to attracting and extending the visitor's stay, e.g., winter carnival with snowmobile races and sleigh rides, loggers fest, Highland Games, including shoulder season events.

10. Gradually develop water-based facilities (camping, picnicking, boat launches) along the Revelstoke Reservoir according to the Provincial Parks plan and in response to demand.

6.4.4 Mountain National Parks: Yoho, Glacier and Mount Revelstoke

These three scenic mountain national parks and the neighbouring Kootenay, Banff and Jasper National Parks are major attractions for the tourism industry of Western Canada and contribute greatly to the image of this part of the country for all market segments, especially international markets. All three national parks in the Region are readily accessible from the Trans-Canada Highway and VIA Rail with large volumes of tourists passing through them each year.

Of all the mountain national parks, Banff is under the greatest development and use pressures that are not, in general, consistent with the national park mandate of enjoyment and protection of the park for present and future generations. Some of these pressures could be diverted into the British Columbia communities of Golden and Revelstoke thus protecting the park landscapes and increasing economic benefits to the province and the Region.

1. Encourage Parks Canada to participate in the implementation of the Regional Tourism Plan by increased promotion of the B.C. mountain national parks and by supporting the proposed function of Golden as a new mountain national park gateway/ service centre and of Revelstoke as an extended stay area.

2. Increase the extensive recreational facilities such as walking/ hiking trails available in the parks, especially for half-day and day trips easily accessible from the Trans-Canada Highway. Provide suitable signage and promotional literature to make these opportunities known to tourists.

3. Increase the guided interpretive programs in response to demands, with provision for mass-mode group tours.

4. Develop the limestone cave tours in Glacier National Park and promote them as a major attraction of the British Columbia mountain national parks.

6.4.5 Shuswap Lake Regional Tourism Destination Area

The Shuswap Lake system, consisting of a number of small lakes and one large lake with several long arms, has 1,600 km of scenic shoreline with high capability for boating and shore-based recreation. Sport fishing capability is very good and the lake is the most important sockeye salmon rearing area in the province. The southern shore of the lake is easily accessible from the Trans-Canada Highway and has been developed over the years as a cottaging area for Kamloops residents and as a popular summer vacation spot for Lower Mainland and (in recent years) for Southern Alberta residents. Numerous small motels, modest resorts, camp-grounds/trailer parks, marinas, houseboat rentals along with appreciable numbers of retirement homes, have been established. In recent years considerable cottage lot subdivision has occurred along with condominium developments catering to the demand from the three growing urban market areas.

The strong response to market pressures by private land developers has largely pre-determined the course of recreational land use in the southern part of the lake. Therefore, one intent of this Plan is to maintain the existing types of tourist operations where possible, but to focus mainly on second home, condominium and time-sharing schemes as opposed to establishing major new commercial roofed accommodation. There will be selected enclaves of resort accommodation focussing on regional, Lower Mainland and Alberta markets. The provision of structured recreation facilities for use by seasonal and regional residents and resort guests will be encouraged.

The northern portions of the lake will be managed to retain its natural character with very limited human development. This will maintain the primitive, remote character and experiences desired by cottage/condominium property owners, resort guests, houseboaters and campers.

1. Initiate a program to plan, manage and monitor the Shuswap Lakes system, especially the degree and type of shoreline development, to ensure long term retention of environmental and recreational quality. Establish a lake management plan for purposes of fisheries enhancement and protection of water quality. A major commitment and co-operation by various government land use and resource management agencies is required if this area is to avoid the problems plaguing so many other intensively developed lake-based recreation areas.

2. Support the proposed Provincial Parks marine access park system to provide a variety of lake-based recreation experiences of a type not provided by the private sector, e.g., boat access camping, backcountry lakeside campgrounds and boat launches. Adequate provision should be made for public access to areas of high capability shorelines in the intensively developed area of the lakes as well.

3. Develop Salmon Arm as the Regional Tourism Service Centre for the destination area supported by facilities and services at Sicamous and Chase.

4. To avoid unsightly commercial strip development, encourage the establishment of a number of destination resorts offering vacation packages with quality accommodation and structured recreation facilities (golf courses, tennis courts, marinas). If several existing small and medium scale operators can amalgamate to provide this type of opportunity, this should be supported rather than piecemeal upgrading/expansion of many existing establishments. The structured recreation facilities

should be open to cottagers and other vacationers to broaden the user base and increase financial viability.

5. Further develop lake tours as a vacation attraction. Day trips and longer excursions with overnight stops at various resorts or marine park campgrounds around the lake should be offered. The Seymour Arm ghost town should be immediately stabilized and gradually restored as a tourism attraction tied to the marine park system and the boat tours.

6. Continue the houseboat rental operations as they offer a distinctive type of vacation experience and improve the market image of the Destination Area.

7. Quality commercial marina services should be offered at strategic places in the southern part of the lake, e.g., Sicamous, Salmon Arm, Blind Bay, catering to tourists, cottagers and houseboaters.

8. Improve the interpretive facilities and experiences offered at Adams River spawning channel in the R. Haig-Brown Recreation Area. The facilities should be capable of handling bus tour groups.

9. Support the development of nearby Tod Mountain alpine ski area and the Larch Hills cross-country ski area to provide a winter activity base for cottagers and the resorts. In the case of Larch Hills, proper winter road access and parking as well as modest shelters are required. Support the development of shoulder and winter season activities in the communities to broaden the visitor's experience and extend the season.

6.4.5.1 Salmon Arm Regional Tourism Service Centre

Salmon Arm is the largest urban centre and the main service centre for cottagers and tourists in Shuswap Lakes area. It is also an important automobile and bus travel service centre for the Trans-Canada Highway. Packaged bus travel is increasing, strengthened by Salmon Arm's location at a junction of north-south and east-west highways. Salmon Arm's service role should be augmented and more attractions and events developed to delay some of the pass-through traffic and broaden the range of experiences for vacationers.

1. Develop a official community plan which acknowledges the important role of tourism, and prepare a design and streetscape improvement scheme for the community, its waterfront and tourist service establishments in order to strengthen the image of the area.

2. Continue to upgrade and expand accommodation, food and fuel services to meet the demands of mass mode package tours, cottagers, vacationers, auto-touring markets and shoulder season conventions.

3. Support the development and expansion of a major water-based attraction as a focal point for Salmon Arm, e.g., a wet and wild amusement centre with a children's waterplay adventure playground and related amenities.

4. Establish a major water-based event such as an "Aquarama" held several times during the summer that would attract vacationers and cottagers from throughout the Destination Area and that could be promoted as a feature for bus tour operations.

5. The drag strip and snowmobile racetrack advocated by a local group are not normally the type of development supported in the British Columbia tourism plans. However, if local support is available and the idea is proven to be popular and suitable it should be promoted as part of the area's package of attractions.

6.4.5.2 Adams/Shuswap Highlands Outdoor Recreation Area

The northern part of Shuswap Lake and Adams Lake are somewhat more removed from the more intensive shoreline resort, campground and cottage development of the southern shore of the Shuswap Lake. However, there are increasing pressures for cottage subdivision of the north and west shores of Shuswap Lake that would alter its existing character and use as a natural environment recreation area, aspects which are important to the successful functioning of the Regional Destination Area concept.

1. Establish a large outdoor recreation area to include Adams Lake, the Seymour and Anstey Arms of Shuswap Lake and the adjacent backshore and highlands. Only extensive recreation development related to the public enjoyment of the natural environment should be permitted. Existing resource extraction activities would continue subject to management prescriptions to protect recreational amenities.

2. Recreational facilities would be provided through the Provincial Parks' marine access park system and the Forest Service Recreation Sites program.

6.4.5.3 Glacier National Park

This park has significant and interesting natural resources that could be better developed to play a greater role in the tourism offerings of the Region.

1. Encourage Parks Canada to improve promotion of the park as part of a "mountain parks experience" package using Golden as the gateway and service centre.

2. Expand the recreation opportunities in the park by providing additional horseback and hiking trails with a system of huts/ shelters.

3. Re-open the limestone caverns and organize guided interpretive tours capable of handling individuals and tour groups. Promote the limestone cave tours as the major feature of the park.

6.4.6 Tod Mountain Alpine Ski Resort

Largely a local ski area at present, Tod Mountain has the terrain and ski capacity to become a provincially significant winter attraction. A master plan has been written that details the long term evolution from a local ski area to an alpine ski resort and four-season destination area.

1. Support the proposals of the Tod Mountain Plan to develop a regional ski area with long term plans to expand operations and evolve into a four-season destination resort. The development concepts and phasing should be revised in recognition of the newly defined role for the area in this regional tourism strategy.

2. In the short term, improve the lifts, base facilities and the road access from Kamloops and the Shuswap Lake area.

3. Improve the access to the resorts and cottages near Chase to strengthen the linkage between the ski area and the tourism destination area thus broadening the seasonal activity base.

6.4.7 Kamloops Provincial Tourism Service Centre/Regional Gateway

Kamloops is the largest city in the southern interior and an important service, commercial, transportation and industrial centre. The scenic, semi-arid, ranching landscape setting, the rivers and lakes famous for their fishing, along with the focussing of auto, train and bus travel on Kamloops has enabled the development of a provincially significant tourism service sector and convention activities. However, aside from the overnight accommodation and food services, little direct economic advantage has been derived from the high pass-through tourist traffic volumes, especially the growing number of tour buses that stop overnight.

There is an excellent opportunity to establish an array of quality commercial attractions that will slow visitors for at least a half-day and will occupy bus tour groups for three to four hours, especially in the late afternoon and evening. In the off-season these attractions can be supported by the large regional population and expanding winter ski market.

1. Encourage the development of various forms of late afternoon and evening entertainment, e.g. live theatre, night clubs, cabaret restaurants that can be used by auto travellers and bus tour groups at the end of a day's drive.

2. Support the development of a number of specialty attractions, such as a botanical garden which takes advantage of the excellent growing climate and a wet and wild amusement centre. Existing features such as Fort Kamloops should be imaginatively presented and the Wildlife Park could be upgraded and more widely promoted.

3. Provide short evening excursions on the Thompson River and Kamloops Lake perhaps using a replica of an historic river-boat.

4. All the major attractions should be centrally located and have convenient access to create the "critical mass" and market awareness necessary for the success of multiple attractions.

5. Support the evolving role of the city as an interior convention centre for British Columbia and Alberta markets.

6. Promote Kamloops as a regional family winter sports centre for both alpine skiing (Tod Mountain, Harper, Grandview Acres) and cross-country skiing (Lac Le Jeune and Larch Hills). In the longer term, as other ski areas in neighbouring regions reach their capacity, the role could be expanded to attract interprovincial markets.

7. Encourage the community college to develop hospitality training courses to meet the needs of the regional and provincial tourist operators, complementary to the courses offered at the hotel school proposed for Kelowna.

8. Upgrade and expand the Kamloops Regional Airport in response to demands. Increase the number of direct flights to the major gateway airports as market demands dictate.

9. Organize and promote with full media coverage, a major competitive event such as a "Hell's Gate Jet Boat Adventure Race". The race would be run from Kamloops to Vancouver along the Thompson and Fraser Rivers then on to Victoria (also discussed in the Southwestern B.C. Regional Tourism Plan). A well-publicized start of the race at Kamloops would contribute significantly to expanding the market awareness of the city and the Region.

10. Upgrade the Tourism B.C. Information Centre to include central reservation services for the entire Region.

6.4.8 Cache Creek Local Tourism Service Centre

This town has long had an important role in providing essential services to east-west and north-south travellers as it is strategically located on the intersection of the Trans-Canada Highway and Highway 97. Another major highway which will offer an alternative route to Vancouver is to be developed just to the north in the future. To prevent unnecessary proliferation of new highway services, Cache Creek should be retained as the service node for the existing and proposed highways.

1. Maintain the role of Cache Creek as a major highway service node by concentrating the development of additional facilities in the existing service area.

2. Expand the role of Cache Creek as a tourism service centre by upgrading existing food and accommodation establishments and expanding these services in response to market demands. Special attention should be given to providing the necessary types of service to tour groups whose numbers are expected to increase substantially.

3. Improve the appearance of Cache Creek especially the highway service areas, by a beautification program which will include landscape treatment, less garish signage and a common architectural theme.

4. Establish a Tourism B.C. Visitors Centre at Cache Creek to provide travellers with information about alternative routes to Vancouver (e.g. Duffey Lake Road, Thompson/Fraser Canyon Route) and the variety of features and experiences available in the Cariboo-Chilcotin and Yellowhead 16 Tourism Regions to the north.

6.4.9 North Thompson Recreational Waterway

Develop recreational raft excursions down the North Thompson River from Clearwater to Kamloops. Organized and operated from Kamloops, the passengers could be taken by bus to the starting point. These trips would be through relatively gentle grades of water which, along with the fascinating landforms and changing vegetation patterns, would be an enjoyable trip for all ages. Half-day trips could be run from Heffley Creek and two-day trips from Clearwater. Since the entire length of the North Thompson is canoeable downstream from Avola (Avola to Clearwater is for experienced paddlers only) it should be designated and managed as a Recreational River.

6.4.10 Thompson Wild and Scenic River

The stretch of the Thompson River from Savona to the confluence with the Fraser at Lytton offers one of the most interesting, challenging and stimulating canoe, kayak or raft trips in the southern part of the province. Close contact can be enjoyed with the semi-arid vegetation and landforms, the wildlife and historic areas.

1. Designate the Thompson as a Wild and Scenic River with special landscape management and land use controls so that adjacent activities and development do not detract substantially from the river-running experience.

2. Provide suitable access-egress points and camping areas for use by individuals and commercial rafting expeditions.

6.4.11 Yellowhead 5 Local Tourism Service Centres

Considerable recreational, tourist and business traffic flows along this corridor which links Edmonton, Jasper and Kamloops. There is

an excellent array of recreational opportunities including canoeing/ kayaking, fishing, hiking and camping, as well as heli-skiing and snowmobiling available. There are two access routes, at Clearwater and Blue River, to Wells Gray Provincial Park with its variety of outdoor recreation activities and wilderness experiences. Presently, Clearwater is the largest community and a local tourism service centre with food, fuel, roofed and unroofed accommodation. Blue River, approximately at the halfway point between Jasper and Kamloops, is also a local tourism service centre and is used as a base for winter heli-skiing operations with a heli-ski village.

1. Because of its strategic position between Kamloops and Jasper, Blue River is designated as the primary local tourism service centre for the Yellowhead 5 corridor. Upgrade and expand food, fuel and accommodation in response to increasing market demands with special attention to the handling of bus package tours.

2. Support the continued expansion of the heli-ski village at Blue River, and investigate means for year-round use e.g., summer glacier skiing, sno-cat skiing, training courses for mountain ski guides.

3. Clearwater is to continue in its existing role as a highway service centre, park gateway and a summer and winter tourism activity centre. The community is well located to serve visitors to Wells Gray Park, as well as snowmobilers and other winter recreationists using trail systems connecting Clearwater west to the developing Interlakes Regional Destination Area in the nearby Cariboo-Chilcotin Tourism Region. Clearwater is also sited as a good entry point for canoeists and rafting groups enjoying the North Thompson Recreational Waterway. Accommodation and food services should be expanded in response to market demands.

6.4.12 Wells Gray Provincial Park

This is a vast (520,000 ha) primitive area with spectacular waterfalls and mountain scenery, canoe routes, campgrounds, trails, two lodges and excellent wilderness recreation opportunities. Use levels are rather low and the lodges within the park contribute substantially to visitor use and enjoyment.

1. Protect the existing character of the park to retain the undisturbed nature of the landscapes, wildlife values and wilderness recreation capability by the preparation of a comprehensive master plan.

2. As tourism use of the Yellowhead 5 corridor increases, develop an improved visitor services/interpretation at the park headquarters just outside Clearwater. This facility should have the capability to handle group tours.

3. Support the continued operation of the existing commercial lodges. Only modest expansion or upgrading should be allowed in response to market requirements. It is important to retain the existing wilderness lodge character from both a marketing image and a resource protection point of view.

4. In the medium term, improve signage and improve the access roads to the park from Clearwater and Blue River, providing increased camping facilities as demand warrants.

6.4.13 Bonaparte Plateau Outdoor Recreation Area

This relatively small, but interesting, area of lake and ranch-dotted rolling plateau country is rather special as it is close to a major population centre and reasonably accessible, yet has an unspoiled quality and numerous lakes that have no road access. A variety of land uses presently exist which range from ranching and forestry to rustic fishing lodges and backcountry recreation. The low-key

character of this area should be maintained as long as possible and protected for backcountry and roadless recreation experiences which are becoming increasingly scarce in the southern part of the province.

1. Designate the Bonaparte Plateau as an Outdoor Recreation Area. The present array of uses should be permitted to continue. However, all should be managed to ensure the maintainance of quality recreation experiences.

2. Maintain the existing character of the area with some permanently designated roadless areas to protect the hike-in and fly-in fishing and wilderness recreation opportunities.

3. Develop an integrated resource management plan recognizing the primacy of backcountry/wilderness recreation and commercial fishing lodge use in specific areas.

6.4.14 Merritt/Nicola Plateau Regional Tourism Destination Area

This plateau area is graced with fine warm weather, shoulder and cold weather recreational seasons, rolling terrain suited to a number of outdoor activities, a strong ranching identity, numerous highly managed fishing lakes and easy accessibility to the Lower Mainland and Kamloops markets. Access to the area will be improved greatly with the completion of the Coquihalla Highway between Hope and Merritt. The available activities such as trail riding, hiking, cross-country skiing, snowmobiling, fishing and swimming lend themselves to four-season operations. There are a variety of moderate quality resorts including many rustic fishing lodges as the lakes provide one of the most popular sport fishing areas for Lower Mainland residents. The cattle ranching theme is also present as it offers a resort-type operation that attracts an international clientele. The variety of activities and themes is popular with all market segments from regional to international and the multi-season potential has yet

to be seriously developed. Thus further attention is required to create quality resorts with a variety of activities which will diversify package vacation opportunities and broaden the season of use.

The following development guidelines should be considered for this area:

1. Designate the area as a regional tourism destination area in the Thompson-Nicola Regional District Official Settlement Plan with recognition of this designation by other government agencies. The area would consist of Merritt as the regional tourism service centre, several guest ranch resorts, a ranch vacation program, rustic fishing lodges, a variety of lakeside commercial and public camping opportunities, cross-country ski resorts, trail systems for trail riding, hiking, cross-country skiing and a variety of popular themed events. The major focus would be on regional and provincial markets while retaining existing United States (for fishing lodges) and international markets. The long term goal would be to develop a four-season tourism destination area with a number of quality resorts offering a variety of activities and experiences during all four seasons.

2. Upgrade and expand resorts that have the long term capability for four-season operations; the resorts should provide supporting recreational amenities such as swimming pools, hot tubs/saunas, tennis courts and licensed dining lounges. Some operations should be large enough and designed to accommodate package tour groups.

3. Strengthen the cattle ranching image of the area by providing a variety of "western" events including an expanded rodeo at Merritt and "cowboy skills" demonstration/competition shows at the Merritt rodeo grounds.

4. Develop and promote a ranch vacation program. Because the area currently is an important cattle ranching area, an agreement would have to be concluded with the B.C. Agricultural Land Commission to reconcile the dual role of various working ranches being used as tourist resorts.

5. Develop a network of riding trails that can be used by various ranch resorts and their guests for day use and long distance rides to include special campsites with corrals and overnight stops at various guest ranches. Investigate linkages to events and trails to be developed in association with the O'Keefe Ranch historic park in the neighbouring Okanagan-Similkameen Tourism Region.

6. Continue the operation of the rustic fishing lodges in the backcountry areas. Sustained intensive management of the lake sport fishery by Fish and Wildlife Branch staff and development of a lake management system (to include protection of walk-in access lakes). As most of the lakes in the area have virtually reached their capacity (for fisheries management and angling pressure) no further expansion of lodge operations or widespread advertising of sport fish resources should occur. Development of lakeshores for cottaging should be restricted to those with low productivity.

7. Support the development of cross-country ski resorts for regional and provincial markets. Develop a system of groomed trails. For the longer term, the winter recreation potential should be develped for those resorts with strong four-season operating capability.

6.4.14.1 Merritt Regional Tourism Service Centre

Merritt presently functions as a local service centre for ranching, logging and mining in the area with tourism playing a relatively minor role. With the construction of the Coquihalla Highway from

Hope providing an alternate (and preferred) Trans-Canada Highway route between Kamloops and the Lower Mainland, the role of the town can be expected to change radically to that of a highway travel service centre. The increased tourist traffic (by private auto and bus tours) and the gradual development of the Merritt/ Nicola regional tourism destination area will require increased and improved services.

1. Designate Merritt as the primary 'mid-way' service centre for the new highway linking Hope and Kamloops. Nodal development will be emphasized. The town will also be designated a regional tourism service centre for the Merritt/Nicola Plateau Tourism Destination Area.

2. Expand and upgrade the level of food, fuel and accommodation services with a central reservation system and tourist information centre to meet the needs of mass-mode package tours, commercial travellers and auto-touring markets.

3. Improve the appearance of Merritt by initiating an urban beautification program and establishing an architectural theme in keeping with the western image of the destination area. All new tourist service and accommodation should be designed and constructed accordingly.

4. Expand the rodeo grounds and grandstand to meet the demands of the annual rodeo and other tourism-oriented uses. Encourage extended season use for horse-racing, cowboy skills demonstrations, and competitions and mini-rodeos. These last two types of events could be scheduled regularly each week and promoted by the guest ranches to ranch vacationers as a special day outing. Bus tour operators could also include them on their package of features.

5. Develop additional community events particularly in the shoulder seasons such as Spring and Fall Fairs, autumn colour festivals, etc. As the year-round vacation capability of the destination area is established, provide winter events as well.

6. Develop theme signage for Merritt to strengthen the community image and direct travellers to area points of interest e.g. trails, picnic areas, scenic drives, and rock-hounding areas.

6.4.15 Travel Corridors

Travel through and within the Thompson-Shuswap Tourism Region is an important tourism and recreational activity as a result of the variety of spectacular and scenic landscapes, the numbers of interesting man-made and natural features and the fact that the major interprovincial highway, which carries the majority of east-west tourist traffic, traverses the entire breadth of the Region. The existing transportation system of the Region offers major opportunities for tourist travel by all land and air modes - plane, rail, auto/bus. The major mode is the highway and road system that focusses on Highway 1, which parallels major lakes and rivers and crosses mountain passes. The road network in the southeastern one-third or the Region is relatively dense due to the considerable degree of human settlement and resource use and consists of Highways 1, 5, 8, 97, 97A and a host of secondary roads. Elsewhere in the Region the road network is rather meagre due to the mountainous nature of the terrain with few secondary or even resource roads leaving the main Highways - 1, 31, 23, and 95.

There are also major rail corridors through the Region with the CNR and CPR transcontinental main lines paralleling the major highways. These are used for passenger as well as cargo. The air corridors are quite substantial with the regional airport at Kamloops having direct regularly scheduled flights to most major centre in western Canada including Vancouver, Calgary, Prince George and Kelowna.

Several corridors are identified in Drawing No.2 with varying modes of transportation (road, rail, air), levels of significance (inter-provincial, provincial, regional), and purpose (touring, recreational, multi-purpose). A visual analysis is required of all significant surface routes to determine the landscape resources that require protection for their scenic qualities. Major travel corridors should incorporate design guidelines regarding access, wayside parks, signage and control of adjacent land uses. At present, in areas away from the Trans Canada Highway, signage which gives directions or information is rather poor or non-existent and a substantial upgrading program is required.

At various points throughout the Plan a number of special routes are discussed such as scenic drives, circle routes and backcountry routes, many of them with distinctive theme elements. These are feasible because of the quality of the natural resources and their accessibility from the main highways that act as a unifying factor. The designated scenic drives, travel corridors and circle tours should be marked by distinctive, themed signage.

6.4.15.1 Provincial and Regional Highway Corridors

The Trans-Canada Highway extending from the Kicking Horse Pass at the interprovincial boundary through the Columbia Mountains to the Shuswap Lakes and alongside the Thompson River through to Lytton is part of the Provincial Travel Corridor; that is, it is the major travel route stretching right across the province. The Thompson River Canyon between Cache Creek and Lytton has particular importance as it provides spectacular scenery and many opportunities for landscape and historic interpretation. It is therefore designated as a Provincial Scenic Drive. The Trans-Canada Highway is also part of several tourism circle routes. Wherever possible, special design considerations should be implemented to improve sightseeing, historic and landscape appreciation by means of pull-offs at posted vista points and historic and natural interpretation at specific nodes.

Food, fuel and accommodation should also be carefully designed and placed in defined nodes. As a general rule, all travel services on all travel routes are to be provided in nodes and the proliferation of unsightly strip development should be avoided.

It is recognized that the construction of the Coquihalla Highway from Hope to Merritt will have a significant effect on lessening the importance of the Fraser-Thompson Canyon as the main highway route. This will not detract from its importance as a scenic and interpretive route and may indeed improve the experience by decreasing traffic volumes and lowering speeds.

The Coquihalla Highway will, in effect, be a new provincial travel corridor as it will become the main route linking Kamloops and Vancouver. This will have major impacts on Merritt and the surrounding Merritt/Nicola Plateau by opening up an area hitherto accustomed and prepared for only low to moderate tourist volumes. As well as the environmental impact studies and Parks/outdoor recreation impact evaluations on tourism needs, an opportunities study should be carried out so that the necessary facilities and services are in place in time. Merritt is strategically located about half-way between Hope and Kamloops (as well as being the main urban centre for a regional tourism destination area), thus it is designated as a regional tourism service centre providing highway travel services. (See Section 6.4.14.1).

Highway 12 at present is important only for limited inter-regional and local tourism travel. In the longer term, however, with the development of the Duffey Lake Road as a provincial highway open year-round, it will become a major tourism travel corridor providing an alternate route to Vancouver via Lillooet, Pemberton and Whistler. Thus, it will become a future Provincial Travel Corridor and special land use considerations to protect scenic integrity and wayside features/amenities should be implemented as soon as possible. Cache Creek will become an important centre from which to indicate this alternate route to travellers.

Highway 95 and Highway 1, to the south and east of Golden respectively, are designated as a Scenic Drive. This is part of larger Provincial Scenic Drive linking Banff, Radium and Golden that should be actively promoted as a scenic circle tour taking advantage of the Rocky Mountains National Parks theme. It is proposed that special design considerations be implemented along the corridor to improve or enhance signtseeing, wildlife viewing and landscape appreciation e.g., pull-offs at posted vista points. Distinctive themed signage should be developed for the route.

The Yellowhead 5 is designated a regional travel corridor. It too is part of an interprovincial highway, however, it is proposed to lessen the importance of this route and the corresponding degree of tourism development in order that provincial scale tourism objectives can be realized on other major highway routes. Nonetheless, it is recognized that tourism travel has and will continue to increase and provisions for services will have to be made. Clearwater and Blue River are designated as local tourism service centres. Both have potential to become minor destination areas serving specialty markets.

There are short stretches of Highway 97 in the Region, the portion in the south providing links to the Okanagan and the part in the west connecting to the Cariboo. Within the Thompson-Shuswap Tourism Region they are not yet of major importance to tourism travel. However, Highway 97 is designated as a Provincial Travel Corridor in the respective regional tourism plans (Okanagan-Similkameen and Cariboo-Chilcotin) and is more fully dealt with therein. Both Highways 97 and 5 will have increasing importance to the Thompson/Shuswap Tourism Region as mass mode circle tours become better organized and more popular e.g. Calgary-Kamloops-Prince George-Edmonton, and Vancouver-Kelowna-Kamloops-Lillooet. Kamloops, already a major overnight stopping point on interprovincial bus routes, will become an increasingly important intermediate destination for these tours and is therefore designated as a Provincial Tourism Service Centre. As described in Section 6.4.7,

the food, fuel, accommodation services and a variety of attractions should be developed to capitalize on this opportunity. This is in keeping with the market planning orientation applied to the Trans-Canada corridor and Kamloops in the Provincial Tourism Strategy.

The other highways in the Region, 8, 24, 23 and 31, are generally of local significance and are not given any specific designation. Highways 23 and 31 are of some importance to the neighbouring Kootenay Boundary Region and are dealt with in that regional tourism plan.

6.4.15.2 Mass Mode Transportation

As part of the overall objective of increasing mass mode access to and within this Region and neighbouring tourism region, the consultants encourage VIA Rail to continue with and improve upon its package tour program. A variety of tour programs should be offered which include passengers disembarking at selected centres, e.g., Revelstoke and Kamloops, for several hours of local activities and sightseeing, and a system of open rail tickets where passengers can get off at various stations along the route, stay for 2 or 3 days then get back on the train.

Package tour operators are encouraged to expand the number and variety of their offerings as well as sightseeing and tourist attraction tours; options such as activity packages should also be organized, e.g., in the stretch between Golden and Kamloops, the Glacier National Park cave tours, Mount Revelstoke National Park guided alpine interpretive hike, Shuswap Lake boat excursions and Thompson River rafting trips could be offered. Winter ski packages and fall golf tours are other options.

Due to the burgeoning demand for buses, they are in short supply with a long lead time for new deliveries. Tourism B.C. should examine means of purchasing or leasing (at least for peak vacation

travel periods) additional buses to ensure package tour needs can be met.

6.4.15.3 Air Travel

Both Vancouver and Calgary will remain as the international gateways to the Region. Kamloops is the only regional airport although the services by major airlines to major western centres (direct flights to Vancouver, Calgary, Kelowna, Prince George) are quite good. It is recommended that the airport and flights be expanded to keep pace with growing market demands for fly-drive and packaged vacation travel.

There are a number of smaller airfields in other communities in the Region as well, e.g., Salmon Arm, Merritt, Revelstoke. It is expected that small aircraft services to these towns and other more remote communities and lodge/resort areas will also increase with individual and packaged group vacations. The growing North American recreational aircraft market can also be attracted to the Region. Thus local airfields and landing strips will require attention to cope with increased traffic.

6.4.16 Resource Management

The Region has an interesting variety of fish and wildlife resources that are the primary attraction or provide secondary interest to large numbers of tourists from American markets as well as being very popular with regional, Lower Mainland and Albertan markets. Increasing consumptive pressures are placing the populations under stress while many important habitats are being altered or lost because of resource development activities, e.g., mining, logging, reservoirs and haphazard residential/recreation land development. Fishing is continuing as a major tourist pastime while demands for wildlife viewing opportunities are becoming as important as hunting.

1. Greater consideration must be given to fish and wildlife management objectives by all other resource management agencies and in land use and development planning if these valuable resources are to retain their tourist attraction quality.

2. Support efforts of the Fish and Wildlife Branch to enhance wildlife populations. Increased attention is to be given to providing wildlife viewing opportunities.

3. Continue integrated resource management planning throughout the Region which will bring about optimal utilization of the various natural resources and protection of habitat and landscape values.

6.5 Summary of Key Development Proposals

The following is a brief outline of the development proposals for the Thompson-Shuswap Tourism Region:

- Establish two regional destination areas: the first one is to be based on the lakeside resorts, cottages, second homes, houseboating and intensive water-based recreation attractions of the southern Shuswap Lake system; the second is to be based on the guest ranch/resorts, vacation farms, rustic fishing lodges of the Merritt/Nicola Plateau.

- Kamloops is designated as a Provincial Tourism Service Centre and Regional Air Gateway. Regional attractions are to be developed to extend the visitor length of stay.

- Regional tourism service centres are designated at Revelstoke, Salmon Arm and Merritt supported by local tourism service centres at Golden, Blue River, Clearwater and Cache Creek.

- An expanded role will be played by the National Parks providing a greater variety and number of natural environment-based tourism/recreation opportunities. Golden will be developed and promoted as a new tourist service centre and gateway for the mountain national parks.

- Establish two outdoor recreation areas; the first centred on the backcountry, road, and boat access and upland recreation of Adams and northern Shuswap Lakes; the second around the backcountry and remote fishing experiences on the many lakes of the Bonaparte Plateau.

- Upgrade tourism services such as food, fuel and accommodation in the service centres with specific attention to fulfilling the needs of bus and train package tours as well as auto-touring traffic.

- An Extended Stay Area is to be developed around Revelstoke with a variety of quality tourism features, attractions and activities provided to capture the high pass-through traffic volumes of the Trans Canada Highway. A long term objective is to develop Revelstoke as a resort community.

- Upgrade Tod Mountain to develop as a regional alpine ski area with the medium and long term objective of developing a four-season destination resort.

- The Trans-Canada Highway is designated as a Provincial Travel Corridor. There are also two Provincial Scenic Drives delineated: the eastern one based on the Banff-Radium-Golden loop tour and the Rocky Mountain Parks theme; the western one on the semi-arid landscape theme of the Thompson Canyon between Cache Creek and Lytton.

- The Yellowhead 5 is ranked as a regional travel corridor with the section south of Kamloops also a regional corridor. With the completion of the Coquihalla extension between Hope and Merritt, the Merritt to Kamloops and the new sections will become an extension of the Provincial Highway corridor.

- The VIA Rail routes along the C.P. and C.N. transcontinental mainlines are also Provincial travel corridors.

- Continue to develop and market a variety of mass-mode package tours that will meet the needs of travelling vacationers for sightseeing and for specialty vacations (lakeside resorts, cross-country ski resorts, ranch resorts, fishing lodges).

- Designate and manage the North Thompson River as a recreational waterway for canoeing, kayaking, rafting and the Thompson River as a Wild and Scenic River for kayaking and commercial rafting.

- Continue upgrading and expansion of existing destination resorts in response to market demands, specifically near Golden, Revelstoke, southern Shuswap Lake and the Nicola Plateau.

- Encourage all designated communities to develop urban master plans to improve aesthetics.

- Continue to promote a defineable image for the area based on a variety of themes such as the mountain parks, lake-based recreation, ranching country and backcountry fishing experiences.

APPENDICES

APPENDIX 1

TECHNICAL TERMS AND DEFINITIONS

In the following, several tourism related technical terms are identified and defined in terms of their usage in this tourism development plan. The definitions are based on both their current use in the literature and general tourism planning, and their particular application to the industry in British Columbia.

1. Tourism

The travel, activities and services used by any British Columbia resident beyond a 40 km (25 miles) radius from home for the purpose of personal enjoyment. Also, the travel, activities and services used by non-residents who enter the province for any reason other than work. It is recognized that elements of tourism are often involved when people travel for business purposes.

2. Tourist

Any British Columbia resident travelling in excess of 40 km (25 miles) from his/her home for any purpose other than commuting to work and any non-resident who enters British Columbia for any purpose other than work.

3. Tourism Destination Area

A distinct geographic area containing one or more tourism destination resorts integrated into a network of supporting facilities, attractions and events reflecting, through developments and programs, one or more of the area's dominant historic or natural themes. The developments and programs may be oriented to one or more major seasons and may attract a broad range of market segments depending upon the quality and quantity of tourism amenities available.

4. Provincial Tourism Destination Area

In an international and national context, the entire Province of British Columbia can be defined as a tourism destination area. However, in the context of the Provincial Tourism Development Strategy, it refers to a nationally and internationally recognized geographic area that offers a (virtually) complete range of facilities, attractions, activities and events during all four seasons of the year that will attract tourists from all market segments who spend the major part, and frequently all, of their vacation trip within this area. It is accessible by all major transportation modes and several travel corridors. At present, only Vancouver and Victoria qualify for this status; however, other areas of the Province will be planned to attain this status.

5. Regional Destination Area

This is a distinct geographic area which offers a sufficiently wide range of facilities, attractions, activities and events during one or two main tourism seasons that will attract provincial and regional market segments (and adjacent U.S. and Alberta visitors) who spend the major part or all of their vacation trip within this particular area. Examples of such regional destination areas are the Okanagan Valley, the Columbia/Windermere Lakes area and Fernie/Crowsnest Pass Area.

6. Extended Stay Area

An area that has high volumes of pass-through traffic and a considerable variety of partially or undeveloped tourist resources, development efforts are to be focussed on providing attractions to capture some of the tourist traffic and extend their length of stay by half a day or overnight. This designation is often a transitional phase with the area gradually developing as a destination area or a resort community in the long term planning horizon.

7. Outdoor Recreation Area

This is a large identifiable geographical area with a broad range of landforms, water features and vegetation associations whose primary management purpose is to provide opportunities for extensive land and water-based recreation for the public and the clientele of commercial outdoor recreation outfitters.

8. Four Season Tourism Destination Area

A distinct geographic area containing an integrated network of tourism destination resorts and supporting tourism developments offering a wide range of facilities, attractions, activities and events on a year round basis, reflecting through either the developments or programs the area's dominant, historic and natural themes. Accessible by major transportation modes along several travel corridors, the area attracts a broad range of international, provincial and/or regional market segments.

In a four-season tourism destination area, the tourism industry is the primary employer and the major source of income for the residents of the area, and there is a strong commitment by the local residents and the relevant municipal governments to stimulate the growth and development of the tourism industry.

9. Provincial Tourism Service Centre

A community offering a complete range of services to the tourist on a 24 hour basis including a variety of types and qualities of accommodation facilities, food, beverage and night entertainment, grocery and other retail facilities, gasoline and automobile service facilities, health care, banking facilities, a regional tourism information centre and other related facilities. Victoria and Vancouver are examples of two provincial tourism service centres.

10. Regional Tourism Service Centre

A community offering many services to the tourist but with a somewhat limited variety of types and qualities of accommodation facilities, food, beverage and night entertainment facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a regional tourism information centre and other related facilties. Examples of such centres include Cranbrook, Kelowna and Prince George.

11. Local Service Centre

A community offering a limited range of essential services to the tourist including accommodation facilities, food and beverage facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a local information centre and other related facilities, e.g. Revelstoke, Campbell River, Kimberley and Fernie.

12. International Gateway Centre

A population centre where overseas tourist enter Canada to commence their visit. Such a gateway offers either an international airport or port facility, a complete range of tourism services and accommodation, and has access via a variety of transportation modes and corridors to all parts of the province. Examples are Vancouver, Seattle, Calgary and Edmonton.

13. Provincial Gateway Centre

A population centre where Canadian or U.S. visitors enter the province to commence their visit. Such a gateway allows entry by air, ship, rail or major highway, offers a broad range of tourism services and accommodations, and has access via a variety of travel modes and corridors to all parts of the province. Examples include Victoria and Prince Rupert.

14. Regional Gateway Centre

A population centre on a provincial or regional travel corridor where tourists commence their visit to a region. Such a gateway allows entry by air, rail, port or highway, offers a considerable range of tourism services and accommodation and has access via several travel modes and routes to most of the region. For example, Kimberley/Cranbrook and Nanaimo.

15. Provincial Travel Corridor

A well travelled, distinct linear route linking international or provincial gateways with provincial or regional service centres and tourism destination areas. The major type of corridor of this type is the highway link between between Calgary and Vancouver. Planning and development along these corridors would be subject to special planning and design.

16. Regional Travel Corridor

A paved or unpaved route linking destination areas and natural or historic attractions with local or regional service centres and areas that are of regional significance. Examples might include the Highway 1/2/3A link between Vancouver and the Okanagan Valley, the portion of the Crowsnest Highway 3 linking Lethbridge and Fernie.

17. Scenic Drive/Historic Route/Ecotour

A paved or unpaved route or trail that brings the traveller into contact with landscapes, natural features, historic sites or monuments of significance to the heritage of the province or the region. An itinerary may be prepared for tourists on a group mode or other basis. Such tours etc. can take a day or longer to complete.

18. Recreational Waterway

A river-lake-canal corridor having a high capability for various types of motorized and non-motorized boating and associated recreational activities.

19. Historic Waterway

A river-lake-canal corridor that played a significant role in the exploration, trade and settlement of the province, is navigable by non-motorized and/or motorized pleasure craft and has inherent capability for history interpretation and associated recreational activities.

20. Wild and Scenic River

A river in a setting of outstanding natural beauty. There must be rapids and white water. Both non-motorized and motorized river travel is permissible.

21. Wilderness River

A river and its surrounding valley lands that are virtually in a pristine natural state with little evidence of human activities except on an historical nature. The river must have significant scenic and recreational capability and be navigable for at least three months of the year. Only non-motorized boating is permissible.

22. Tourism Destination Resorts

An establishment offering in one complex under single management, a reasonable range of man-made and/or natural recreational amenities and facilities support by accommodation, food and beverage services.

a) Summer Resorts: Water or land-oriented facility complexes providing natural and/or man-made recreational amenities and activities for overnight or long-stay visitors during the summer, with possible extensions into spring and fall shoulder seasons.

b) Winter Resorts: Primarily a land-oriented facility complex offering a variety of natural or man-made recreational amenities and activities for overnight or long-stay visitors during the winter season.

c) Alpine Ski Area: A commercially operated winter recreation area primarily focussed on the provision of downhill skiing opportunities with a variety of lifts, tows, skiable terrain and with base facilities. Limited on-hill commercial accommodation is available.

d) Year-Round Resorts: A water and land-oriented facility complex offering a wide variety of natural or man-made recreational amenities and activities for overnight and long-stay visitors during the entire year.

23. Tourism Attraction

A physical feature of outstanding interest which can be either natural (e.g. Takakaw Falls) or man-made (Fort St. James). There may or may not be facilities constructed to enable fuller enjoyment by visitors, e.g. Harrison Hot Springs Resort vs Kwadacha Wilderness Park. The attraction may be of international, national, provincial, regional or local significance depending on its ability to attract tourists from those market segments.

24. Tourism Event/Festival

A transitory man-made occurrence, celebration of activity of considerable interest and notability that is usually (but not always) held on an annual basis, e.g., rodeo, folk festivals, ski races. They can be of international, national, provincial, regional or local significance depending on the markets that are attracted (competitors/spectators).

25. Tourism Facility

An establishment whose primary purpose is to offer a particular service or recreation activity opportunity to the tourist. Services may include accommodation, food, beverage or automotive services, while recreation activity opportunities can range from ski developments to tennis courts, from a marina to an information centre.

26. National Park

Part of a system of outstanding and representative natural areas of Canadian significance administered by Parks Canada. The purpose is to provide opportunities for public understanding, appreciation and enjoyment of the natural heritage so as to leave it unimpaired for future generations. There are five national parks in British Columbia at the present time.

27. Provincial Park

Part of a system of outstanding and representative natural areas with a high recreational capability of national, provincial and regional significance administered by the Ministry of Lands, Parks and Housing, Parks Branch. There is a classification system of six types whereby parks are managed for various intensities of recreational use on a continuous basis ranging from those primarily intended for preservation of undeveloped natural systems and low intensity recreation to those developed to accommodate intensive recreation activities, for example, beaches, boat launching areas, campgrounds, etc.

28. Historic Park

An area containing outstanding heritage resources associated with persons, places and events of historic significance. Means are developed to enable public understanding, appreciation and enjoyment in a manner that leaves the resources unimpaired for future generations. These parks can be administered by the province or Parks Canada.

29. Marine Park

Coastal areas in the high recreational boating capability developed by the Provincial Parks Branch. They are developed to provide essential facilities for the enjoyment of the boating public while striving to maintain the attractiveness and integrity of the natural surroundings. Inland lakes/reservoirs are also included in this program.

30. Wilderness Parks or Conservancies/Reserves/Nature Conservancies

A pristine roadless tract in which natural processes and ecological communities are preserved. Extensive, low impact recreational uses are permitted, however, no exploitation or development is permitted except as may be necessary for the preservation of natural processes.

31. International Market

Residents of an overseas country having a propensity to travel to British Columbia (partially or entirely for personal enjoyment).

32. U. S. Market

Residents of the United States of America having a propensity to travel to British Columbia.

33. Canadian Market

Residents of the Canadian provinces and territories other than British Columbia having a propensity to travel to British Columbia.

34. Provincial Market

Residents of British Columbia having a propensity to travel in British Columbia.

35. Regional Market

Residents of regions within British Columbia having a propensity to travel within the confines of that region for the purpose of personal enjoyment.

36. Local Market

Local residents having a propensity to use nearby (one-half to one hour driving time) tourism and recreation developments for the purpose of personal enjoyment.

APPENDIX 2

THE INTERNATIONAL RIVER CLASSIFICATION

The following interpretation of the International River Classification is made by Canoe Sport British Columbia.

Grade 1

Easy. Waves small and regular; passages clear; occasional sand banks and artificial difficulties like bridge piers. Suitable for novices in closed canoes, kayaks and open Canadian canoes.

Grade 2

Quite easy. Rapids of medium difficulty; passages clear and wide. Occasional boulders in stream. Suitable for intermediate paddlers in closed canoes, kayaks and open Canadian canoes.

Grade 3

Medium difficulty. Waves numerous, high, irregular. Rocks and narrow (clear) passages. Considerable experience in manoeuvring required. Advance scouting usually needed. Canoes will ship water, and unless equipped with spray covers, will require frequent emptying. Kayaks must be equipped with spray covers. Suitable for experienced paddlers in closed canoes and kayaks, and expert paddlers in open Canadian canoes.

Grade 4

Difficult. Long rapids, powerful irregular waves; dangerous rocks, boiling eddies; passages difficult to reconnoitre; advance scouting mandatory; powerful and precise manoeuvring required. Spray decks mandatory. Suitable for expert closed canoes and kayaks only. Not suitable for open Canadian canoes.

Grade 5

Very difficult. Extremely demanding long and very violent rapids, following each other almost without interruption. River bed extremely obstructed; big drops; very steep gradient; advance scouting mandatory and usually difficult due to nature of terrain. Suitable for expert paddlers only in closed canoes and kayaks with specific whitewater training under expert leadership. Not suitable for open Canadian canoes.

Grade 6

Extraordinarily difficult. The difficulties of Grade 5 carried to extremes. Nearly impossible and very dangerous. Suitable for teams of expert paddlers only in closed boats at favourable water levels and after careful study, with fully trained and experienced rescue team in position. Not suitable for open Canadian canoes.